

Press Release July 9, 2010

Bluebird Soft Introduces Smart Handheld Computer, Pidion BIP-7000

The new BIP-7000 delivers advanced ergonomic design, flexible solutions and powerful performance

Bluebird Soft Inc., a global provider of mobile computers, announced today the extension of its mobile computer lineup with the new [Pidion BIP-7000](#). The smart handheld computer, featuring advanced ergonomic design, flexible solutions and powerful performance, is designed to help maximize enterprise profitability and productivity. The BIP-7000 is targeted for retail, manufacturing, transportation and logistics, healthcare, utilities, and government.

Advanced Ergonomics

With its sleek yet rugged form factor, BIP-7000 handheld computer is suitable for harsh environments. It withstands drops from 6ft and meets [IP65](#) sealing, while supporting crack-resistant TouchWindow LDC. The robust body allows the BIP-7000 to survive strong shocks and multiple drops, saving cost and time incurred by damages of the device. Its rugged body, resisting freezing and sizzling temperatures, is ideal for various solutions in manufacturing and transportations and logistics.

For scan heavy applications, the BIP-7000 has one standard-type enlarged scan key on the front, one scan key on each side and a built-in scan trigger with the finger saddle on the back. A total of 3 scan keys and a trigger ensure convenient scanning for both right and left handed users. Its compact and lightweight body with comfortable grip, designed to reduce operator's fatigue caused by repetitive scanning, increases work efficiency. Built for [single-handed operation](#), the BIP-7000 frees the other hand, making it easy for users to do other tasks with it.

Flexible Solutions

The detachable pistol grip of the BIP-7000 provides operators with flexible switch between handheld and pistol grip operation. Without affecting the robust body, the pistol grip offers operators freedom to choose as they feel they are comfortable with. The compact size and lightweight body of the BIP-7000 are well suited for indoor applications and its rugged form factor and assisted GPS for outdoor applications.

Powerful Performance

Designed for scan-intensive environments, the BIP-7000 offers flexible data collection functionality. Either a 1D laser scanner or 1D/2D CMOS imager enables rapid and accurate data capture. A new configuration of the BIP-7000, equipped with long range scanner, is ideal for many applications including warehouse management and inventory management. The 3.0 megapixel autofocus camera allows field workers to take high-quality snapshots for verifying proof of condition. Its 2.8" touch screen enables users to capture the recipients' signature for proof of delivery.

The BIP-7000 handheld computer offers reliable communication to meet evolving business needs. Its 802.11b/g WLAN, complimented by [CCX v4](#) ensures reliable wireless data transmission. The BIP-7000 supports for 3.5G HSDPA allows real-time voice and data communication from the field to the head office. The assisted GPS enable enterprise customers to use the device in more field-based applications by providing more accurate and faster positioning of location information for users on the move.

Equipped with the Marvel PXA 320@806 MHz processor and Microsoft Windows Mobile 6.5 or Windows CE 5.0 operating system, the BIP-7000 offers customers the industry-leading computing power with easy operation and system integration capabilities.

"Pidion BIP-7000 is our commitment to the requirements of our customers looking for more reliable and reasonable devices that delivers advanced ergonomic design and powerful performance with the latest technologies. Our top priority is to value our customers by identifying their challenges and providing rapid solutions." said, Jangwon Lee, President and CEO of Bluebird Soft Inc..

The BIP-7000 handheld computer is available through Bluebird's sales team and global partners. For more information on BIP-7000, please visit our website at <http://www.mypidion.com>

About Bluebird Soft

Bluebird Soft Inc. is a global provider of mobile computers and enterprise PDAs. Our [Pidion mobile computers](#) are found worldwide in applications where ruggedness, reliability and state of the art design are paramount, such as retail, meter reading, parking enforcement, route accounting, transportation & logistics, inspection & maintenance. For more information about Bluebird Soft, please visit <http://www.mypidion.com> or call +82-70-7730-8000.

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