



S10 RFID

Complete RFID & EMC Mobility
Bluebird's Globally-Proven RFID Solutions



Better Quality,
Lower TCO



One Unified Platform
for RFID + EMC



Faster & More Accurate
Data Capture



Compact Design
Simplified Management

Not all the features discussed in this document will apply to every unit, as some of the features are offered as options. The information contained herein is proprietary and is provided solely for the purpose of allowing customers to operate and/or service Bluebird manufactured equipment and is not to be released, reproduced, or used for any other purpose without written permission of Bluebird.

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BUSINESS CHALLENGES

: Fragmentation

Increased Maintenance and Accessory costs.

When hardware is separate, customers incur additional costs for maintenance, repairs, and accessories for each device, leading to a higher total cost of ownership (TCO).

Complex Management and Integration

Managing separate devices for RFID and EMC requires handling different software, protocols, and maintenance processes, increasing complexity and operational overhead.

Inefficient Data Handling

Fragmented systems cause delays and errors in data collection, synchronization, and processing, impacting accuracy and decision-making.



BUSINESS CHALLENGES

: Excessive Hardware Cost

High Initial Investment Burden

Customers face a significant upfront cost when implementing RFID systems due to the need to purchase multiple devices and related hardware. Purchasing and managing separate EMC and RFID devices can double the expenses.



S10 RFID

All-in-One
UHF RFID HH Reader

Officially Launch : Feb. 2nd 2026

One Device, One Platform – no more Fragmentation

S10 RFID eliminates fragmentation by combining RFID and EMC into a single, unified device—reducing complexity, minimizing integration efforts, and streamlining management through one platform.

Reduce Hardware footprint. Lower TCO

S10 RFID reduces excessive hardware cost by integrating both RFID and EMC functionalities into a single device—eliminating the need to purchase and manage multiple systems..

To help organizations facing these challenges, we introduce S10 RFID—a smarter, more unified solution designed to simplify operations and reduce total cost.

WHY S10 RFID?

01
HH Reader Expert.

04
Replaceable
Battery

02
High-End
Performance

05
Solution

03
Light and
Ergonomic Design

06
Cost Efficient &
Manageable.

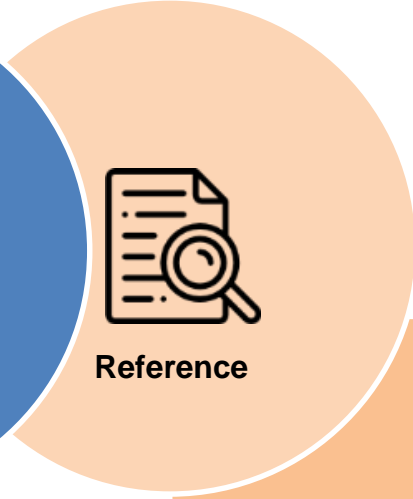
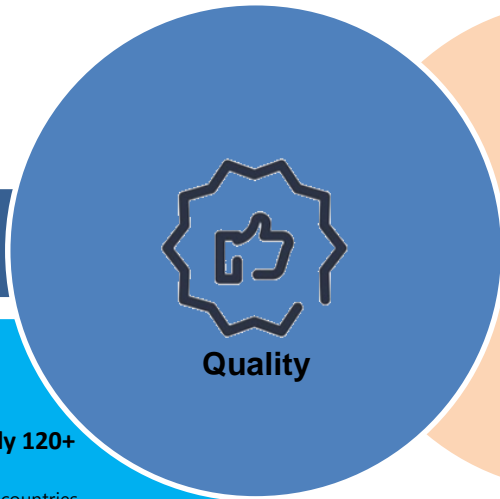
01 Worldwide Proven RFID Solution Provider

"With years of accumulated expertise and extensive experience in RFID devices, Bluebird has consistently led the handheld RFID reader market by delivering exceptional customer satisfaction and maintaining strong client relationships. Now, for the first time, Bluebird proudly introduces an all-in-one reader that integrates an EMC device with a handheld RFID reader.



Proven Product used by leading global SPA brands since 2016.

- **Used in over 14,000 stores Worldwide**
- **Deployed and certified in approximately 120+ countries Worldwide**
 - * A Proven Product with certification from multiple countries
 - * A Globally trusted solution certified in multiple countries

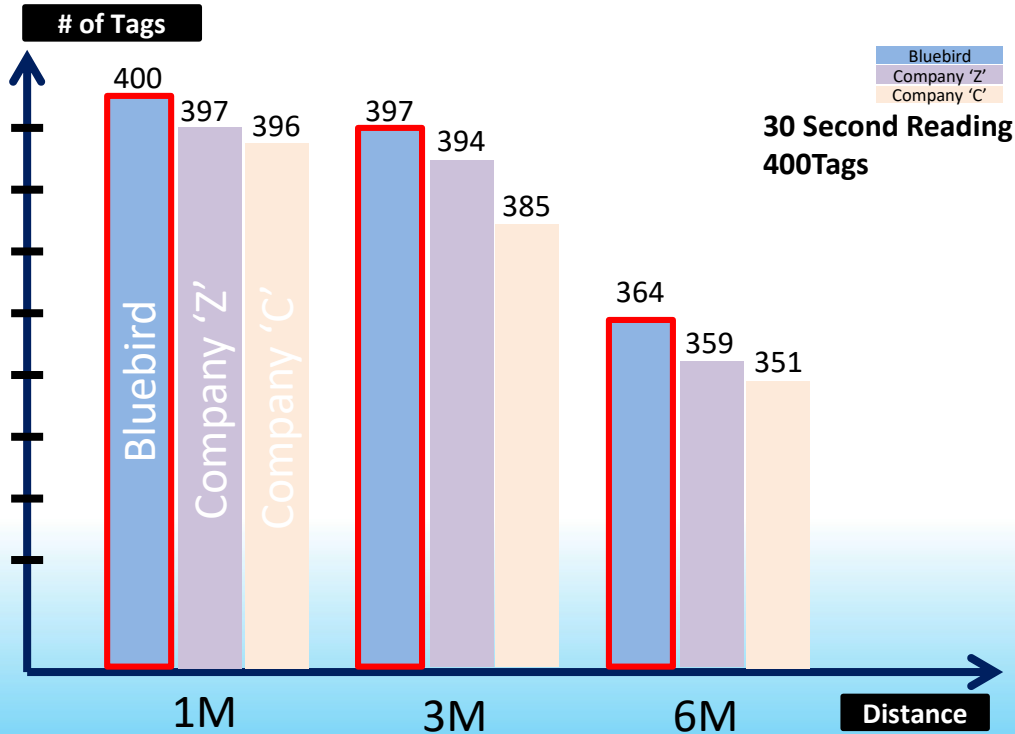


Supplied to 3 Major Global SPA Brand (Inxxx, Hxx, Uxxx)

- **Provided an 8-year reader roadmap**
- **Successful transitioned from RFR900 → RFR901.**

Continued satisfaction with Bluebird products demonstrates strong trust and long-term commitment

02 High-End RFID Performance



Meets Global Regulation

- Provides EIRP 2W Power and meets the Regulation



Better Performance

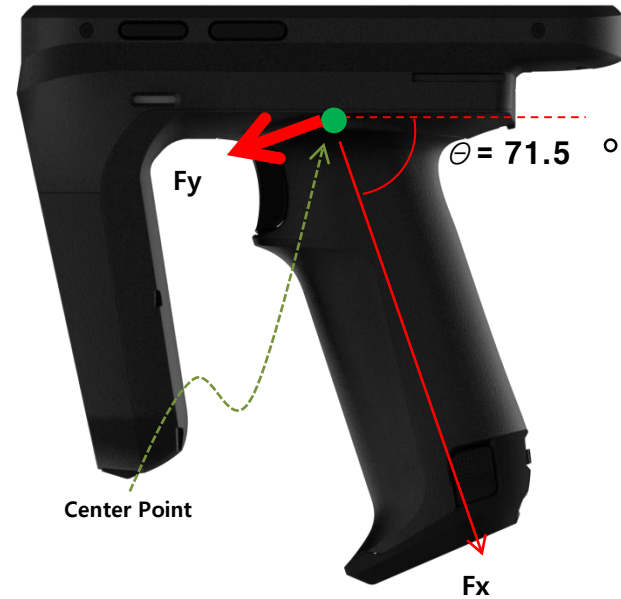
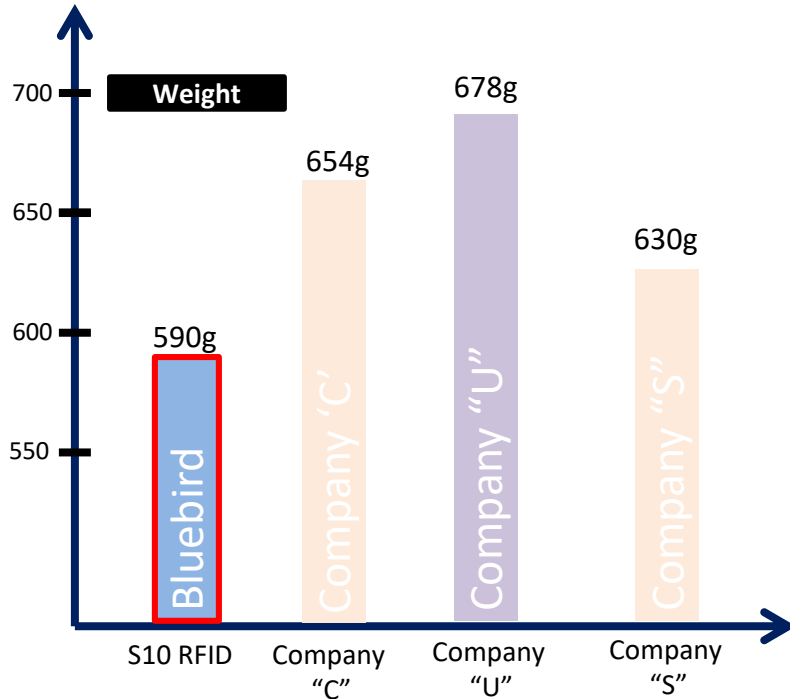
- Even after testing the device at maximum power, Bluebird still outperforms all others.

****Bluebird Does not compromise regulations just to boost performance.**

S10 RFID Outperformed the RFID performances, S10 RFID can read more Tags even in far distances. On the Range of 1M RFID Reader performed to read 100% Accuracy of tags.

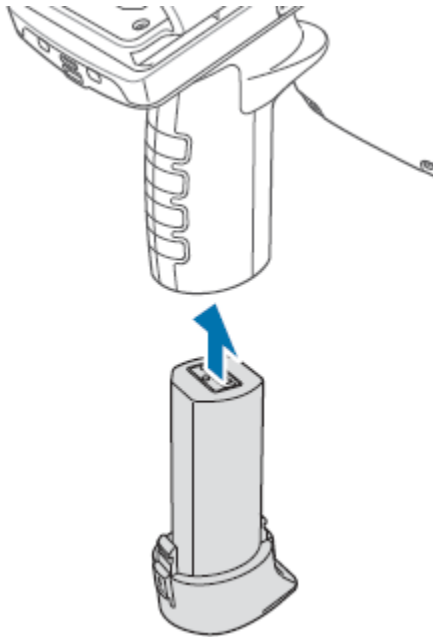
03 Light Weight & Ergonomic Design

- S10 RFID is **significantly lighter** compared to competitors. (under 600g)
- Long, Flexible Grip design **provides Comfort when gripping**
- It is a User-Friendly design that optimizes the Centre of Gravity during Use and Movement, with a Trigger Housing and Handle base to **PREVENT SLIPPAGE**



04 Replaceable Battery

- With a user-friendly replaceable battery design, customers can quickly swap out batteries on the go – no downtime, just seamless operation.



Minimal Downtime

Even if the battery runs out, it can be replaced without shutting down the device, allowing work to resume immediately and maintaining productivity and operational efficiency.



Continuous Operation for shift Work

Especially in environments where continuous operation is critical—such as shift work, logistics, retail, or field operations—the device can be used throughout the day without interruption.

One Device, Complete Solution

From Device management to data integration and task automation, our all-in-one software ecosystem ensures faster deployment, seamless operation, and improved productivity giving customers everything they need to get the job done smarter.

Development



BOS™ SDK
BOS™ SDK enables to take full advantage of the purpose-built capabilities our devices have to offer



BOS™ RFID Development Kit
Reduce application development & testing costs

Deployment



BOS™ Extension
Security & Configuration features beyond Android Enterprise



BOS™ Provisioning
Automate mass configurations with barcode scanning



Bluebird Zero-Touch
Automate enterprise device EMM registration for immediate use



AER
Android Enterprise Recommended



BOS™ Secure Care
Secure my devices long enough to meet TCO Goals



BOS™ Device Finder
Easily find and track your lost device by using BLE signal



BOS™ NEST
Staging and managing devices with BOS™ NEST allows for configuring devices and updating firmware across multiple devices with a single click

Secure & Manage

Productivity



BOS™ VoIP / PTT
Staff collaboration tools with voice, messaging and location



BOS™ Wi-Fine
A Wi-Fi Diagnostics tool with device level & Aggregate view of Wi-Fi network performance



BOS™ Keyboard
Offer navigation options that reduce errors with effective key entry

Maintenance



BOS™ Power Manager
Dashboard tracking health & charge state for Bluebird Mobile device battery pool & initiate admin actions



Bluebird Care™
Achieve 3, 4 or 5 year availability & Service options



BOS™ OTA
Automatically manage OS and security patch updates

06 Cost Effective & Single Managed Device

No need to Carry 2 Devices anymore,
with S10 you can manage to use EMC and Long Range RFID features in Single device .

Cost Effective



Proven
Worldwide

Reduce TCO

Powerful
Performanc
e

Single Managed Device



Single
Point of
Control

Less Effort,
More
Control

Two Jobs,
One Tool

Point 1

Light Weight Device 590g

Powerful yet portable. At under 600g, it's easy to carry, easy to operate, and tough enough for any jobs

Point 2

Replaceable Battery

Swap Batteries (7,000mAh) on the go and eliminate downtime – perfect for multi shift operations.

Point 3

Read Rate : 1300+ Tags per Second.

Read Massive volumes of tags in real time without missing a beat

Point 4

Read Range : 18+ m / 32.8ft

Capture tags from a distance without sacrificing speed or accuracy,

Point 5

Extreme Transmit Power : up to 33dBm

Maintain strong, stable RFID performance even in challenging RF environments

Point 6

Powerful E710 RFID Chip

Supports EPC Class 1 Gen 2 / ISO 18000-63 protocols, enabling **fast and accurate tag reading**.

Point 7

Support Gen2X

Gen2x support brings **enterprise-grade security** to your portable RFID workflows..

Point 8

1D/2D Barcode Imager

Add visual data capture for maximum flexibility in hybrid workflow

Point 9

Powerful Android Version

Delivering faster performance, enhanced security, and a seamless user experience for any job.

Essential Accessories available for improved handling and field Usability

Wrist Strap

Ensures a secure grip during extended use, enhancing portability and user comfort.



1-Slot Cradle (Charge Only)

Compact and dedicated charging solution for single-device efficiency and organized workspace

Charging Cable

Durable and tangle-free design for reliable power anytime, anywhere



Battery (7,000mAh)

Consistent and dependable power, even in demanding environments.



Screen Protector (Tempered glass / Anti Fingerprint)

Scratch-resistant shield for lasting screen clarity and protection.



Additional Accessories

Cradle Power Cord & Adapter

Competitive Highlights

The Bluebird S10 RFID is a lightweight, fully integrated RFID device designed to deliver exceptional value to customers. With enhanced memory capacity and a replaceable battery, it ensures extended usability and flexibility in the field. Its superior long-range reading capability outperforms other handheld devices, making it ideal for demanding industrial and logistics environments. Backed by Bluebird's trusted and user-focused brand reputation, the S10 RFID offers reliable, high-performance solutions that improve operational efficiency and ensure long-term satisfaction for enterprise users.

Company 'C'				
Proven and Reliable	Battery Replaceable	Light Weight	Android OS Support	Better Memory Capacity
The product is not widely recognized, and its actual quality and lifecycle tend to fall short of what is advertised.	Following device does not support Replaceable Battery	Weight of 654g	Android 11/13	3GB/32GB.
→ over 10Years of RFID devices, and been trusted brand image with qualify devices	→ Simply replace the battery by take out & in. →Rapid Battery replacement can enhance the work Efficiency.	→ Light Weight (590g) → lighter device also lowers the risk of repetitive strain injuries (RSIs), contributing to both worker well-being and operational efficiency.	→ Newest OS A14 (up to 18) Longer support of Android OS updates → fewer OS-related limitations, longer product lifecycle, and reduced need for frequent hardware replacements.	→ Better Memory 6GB/64GB → enabling faster multitasking, smoother app performance, and more space for enterprise data and offline use.

THANK YOU

www.bluebirdcorp.com