

Press Release December 1, 2010

## Bluebird Soft Inc. Unveils Pidion BIP-1500, Plans '2011' Launch

The new Pidion BIP-1500 is the world's first IP54 rated 3.5G mobile POS with built-in PIN pad and is designed to withstand harsh work environment and enable fast voice and data communication.

Bluebird Soft Inc., a global provider of mobile computers, will showcase the new Pidion BIP-1500 rugged mobile POS for the first public demonstration at Cartes & Identification 2010 in Paris, France. The Pidion [BIP-1500](#) is the newest model of BIP-1000 series which was the world's first all-in-one [mobile POS](#) integrating voice and data communication. In the present decade, the BIP-1000 series has been constantly upgraded to fit fast demand changes in mobile point of sale market. Thanks to this market-leading product concept, the BIP-1000 series is used in in-flight sales, on-board ticketing, e-citation, parking enforcement, DSD route accounting and sales force automation worldwide.

Especially, the Pidion [BIP-1300](#) mobile POS released in 2006 has shown such versatile improved versions for market specialties as BIP-1300Secure for PCI PED certification, BIP-1300Smart for contactless type smart card reader, and BIP-1300Premium for HSDPA(3.5G) mobile communication. With several years of market-proven experiences, Bluebird Soft is set to unveil its new Pidion BIP-1500 rugged mobile POS, targeting transportation and logistics, wholesales distribution, government, retail, and hospitality market.

Pidion BIP-1500 is the world's first IP54 rated 3.5G mobile POS including built-in PIN pad which is designed to withstand harsh work environment and enable fast voice and data communication. It is fully integrated with secured payment, flexible data collecting and mobile communication functionalities. It is packed with MSR, IC and RF card reader, built-in PIN pad, 2" thermal printer, 1D laser scanner / 2D CMOS Imager, and 3 megapixel autofocus camera. It is equipped with the Marvel PXA 320@806 MHz processor, runs on Microsoft Windows Mobile 6.5 operating system, and supports GSM / HSDPA (3.5G), 802.11b/g, Bluetooth and integrated GPS.

Jangwon Lee, CEO of Bluebird Soft Inc., said "I'm very proud to announce our new product plan for Pidion BIP-1000 mobile POS series. Since we delivered all-in-one mobile POS first in the market in 2002, we have seen that the mobile point of sale market stands apart from the traditional payment territory, and we have been listening and responding to special market requirements. At Bluebird Soft, we believe the Pidion BIP-1500, a new creation with our decade of mobile POS expertise, different from that of competing players that jumped into the market only a couple of years ago, will be the best-fit product in the market once again."

The BIP-1500 rugged mobile POS will be available in 2011.

### About Bluebird Soft

Bluebird Soft Inc., founded in 1995, has become one of global leading manufacturers of mobile computers including [handheld computers](#), enterprise PDAs, mobile POS, [payment terminals](#) and handheld barcode scanners. Bluebird Soft and its manufacturing facility are based in Seoul, South Korea and it operates branch offices in US and China. It provides versatile product lineup, flexible customization and prompt support under the brand name of Pidion. Its Pidion [mobile computers](#) are found worldwide in applications where powerful, reliable and robust devices are paramount, such as in-flight sales, on-board ticketing, store management, law enforcement, parking enforcement, DSD route accounting, inspection, facility maintenance and warehouse operations. For more information about Bluebird Soft, please visit <http://www.mypidion.com> or call +82-70-7730-8000.

## **Media Contact**

### **Gina Hong**

Bluebird Soft inc.  
+82-70-7730-8214  
ally@bluebird.co.kr

### **Jada E. Kim**

Bluebird Soft Inc.  
+82-70-7730-8133  
ekim@bluebird.co.kr