

S10



CX Proposal

S10

Light & Comfortable Enterprise
Mobile Computer for any sized business



Unlimited Innovation for Better Life

Bluebird has always focused on the unlimited innovation with confidence, and has been a barometer of current leaders in the market. It is your moments of decision on Bluebird that your life get better.

No. 1 Provider

No.1 1st provider for Industrial mobile solutions including RFID, Mobile Computer / Tablet, Payment Solution

History since 1995

Certified by R&D history since 1995 and placed in the global top 3 as a provider of high-end enterprise mobility management

Technology-Oriented

Technology-oriented company which started as a software company for VoIP, Mobile, and PC messengers (Skype, and Kakao Talk) in 1995

Stunning competency, Maximum usability

Optimized usability, powerful accessories and un-compromising quality & price for value

120 Countries Spread, 3,300 Global Customers

Chosen by 3,300 enterprise customers with global brand power, providing integrated services for total enterprise IoT environment

2,000 Global Partners

Enhancing product quality and service through strategic partnership

A to Z support

BOS™ total solution, BLUEBIRD Care™ service plan

Intensive R&D-driven Company

52% of total employees(140 out of 267) are R&D Development personnel

Bluebird's Smart Future

More than just an impression, Bluebird will broaden your experience with remarkable solutions



Challenge & Our Solution



IT Manager

The team which is most responsible for device deployment

Provides Accurate Solution & Long-term Customers

Bluebird offers a wide range of services, including complete solutions, warranty support, and technical services, ensuring that clients receive all the assistance they need in one place. Also, Bluebird maintains strong relationships with a diverse range of clients who have been using Bluebird's products effectively for 10 to 15 years



Challenge & Our Solution



Operations Manager

Concerned about deploying new devices which can cause complaints among Field Workers / R&D team they manage

Few Repair-related Complaints & Devices for Long-term Use

Bluebird get fewer repair-related complaints than competitors. Customers have consistently reported using Bluebird devices with no problem for 10 to 15 years, showcasing Bluebird's commitment to quality and long-lasting performance.



Challenge & Our Solution



R&D

Concerned about transitioning, especially regarding porting and additional development needs

Various Transitioning Experiences with Global Customers

Bluebird has collaborated extensively with global companies on OS changes, problem analysis, and development insights. Also, Bluebird has extensive experience helping clients transition from devices of lead manufacturers to Bluebird solutions, and assisting clients throughout the porting process.



Challenge & Our Solution



Field Worker

Worried about the device weight since they have to work with it for long time

Light Weight, Sleek Design & Grip for Users

Bluebird always care about the users who actually use the devices in the workplaces. Therefore, Bluebird devices are equipped with light weight, sleek design and grip which are appropriate for the Field Workers.



What sets the S10 apart from the rest?

Solution 1

Achieve the Full Potential of Application Performance
— Powerful Qualcomm Octa-Core Processor

Solution 2

Easy to Carry and Easy to Operate with One Hand
— Lightweight and Compact Design

Solution 3

Experience Power Uninterrupted all day long
— User Replaceable Battery and BOS™ Power Manager

Solution 4

**Resolve Your Smartphone Challenges
with Our Superior Durability**

Solution 5

Perfect match for any-sized business

Solution 6

**Robust Memory Configuration,
Supporting future Android Updates**



Retail

Bluebird's products improve customer convenience with seamless inventory management and quick calculations. Employees can quickly and accurately view product information, giving customers confidence, and making a more convenient impression on customers with less latency and easy self-service.

Associates

- Price/inventory checks
- Info / Item locator
- Line busting / Mobile Point of Sale
- Assisted selling
- Voice Communication
- Task management
- Front of store replenishment
- Price management
- Inventory/cycle counts Put-away



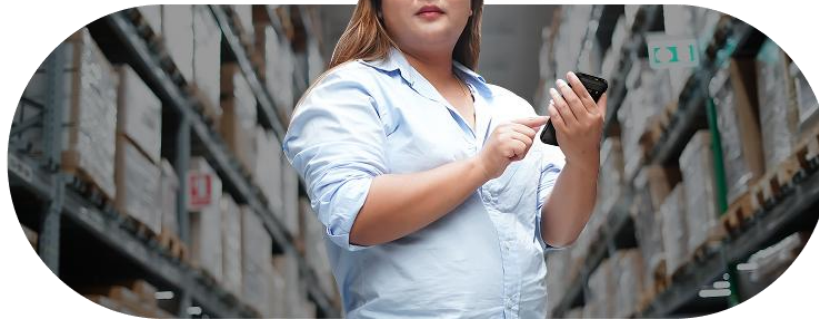


Retail

With Bluebird's products, managers can efficiently manage stores, promote, etc. as well as inventory management. Furthermore, they can manage employee information and product information without worrying about security, which greatly helps overall management.

Manager / Supervisors

- Fleet Management
- Planogram management
- Promotion compliance
- Task assignment/management
- Merchandising
- Back of store management
- Loss Prevention and Asset Protection





Professional Service

Bluebird gives you access to real-time information about shipments and the fleet's performance. It enables you to be proactive and respond faster to customer requests and problems. Mobile technology empowers drivers to share customer information, process orders and payments with a positive impact on accuracy, delivery time, and cash flow.

Technicians

- Field Service
- Asset / Inventory / Facility Management
- Staff Communication
- Proof of Pick-up/Delivery
- Location Service
- Scheduling
- Order/returns processing
- Route accounting & Invoicing
- Mobile Payment Terminal
- Route Optimization
- Customer service
- Work order
- Traceability - Assembly





T&L

Real-time tracking information is available and easy communication with the driver can handle new requests or changes from customers. Bluebird's devices effectively support driver-customer interactions, and have a positive impact on order accuracy, delivery times, and sales.

Postal Carriers / Courier Drivers

- Proof of Pickup & Delivery
- Asset / Fleet management
- Proof of Condition
- Packing & Picking & Staging
- Route optimization
- Staff ID checks
- Staff Communication
- Work Order Validation
- Invoicing/Mobile Point of Sale
- Location services
- Reverse Logistics



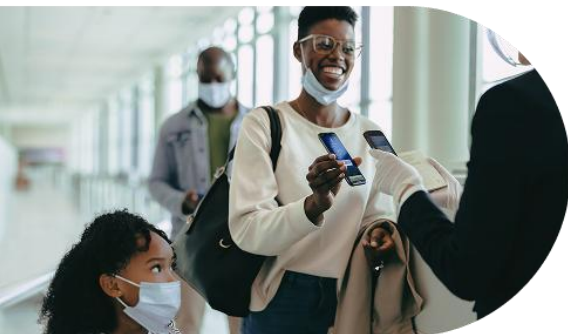


Government

Bluebird enables federal agencies and local governments to streamline operations and to track government assets and services. Mobile technology connects law enforcement to mission-critical information so they can respond faster and more efficiently, and it also enables government agencies to track assets and automate repairs and maintenance.

Public Official

- Picking / Collecting
- Situational awareness
- Communication and Collaboration
- Asset management
- Shipping / Receiving
- Traffic Law Enforcement
- Patrol Mobile Solution
- Identification Authentication





Professional Service / Hospitality

Bluebird's mobile solutions connect field-service workers, enabling them to collaborate with the back-office staff. Instead of running back and forth between the kitchen and dining room, waiters can provide more attentive service and settle checks faster, with significant impact on customer satisfaction, sales, and table turns.

Entertainment / Sports / Restaurant Workers

- Inventory Management
- Cycle Counts
- Task assignment
- Counter / Front Task Management
- Price Check
- Info / Item Look up
- Put-away
- Staff ID checks

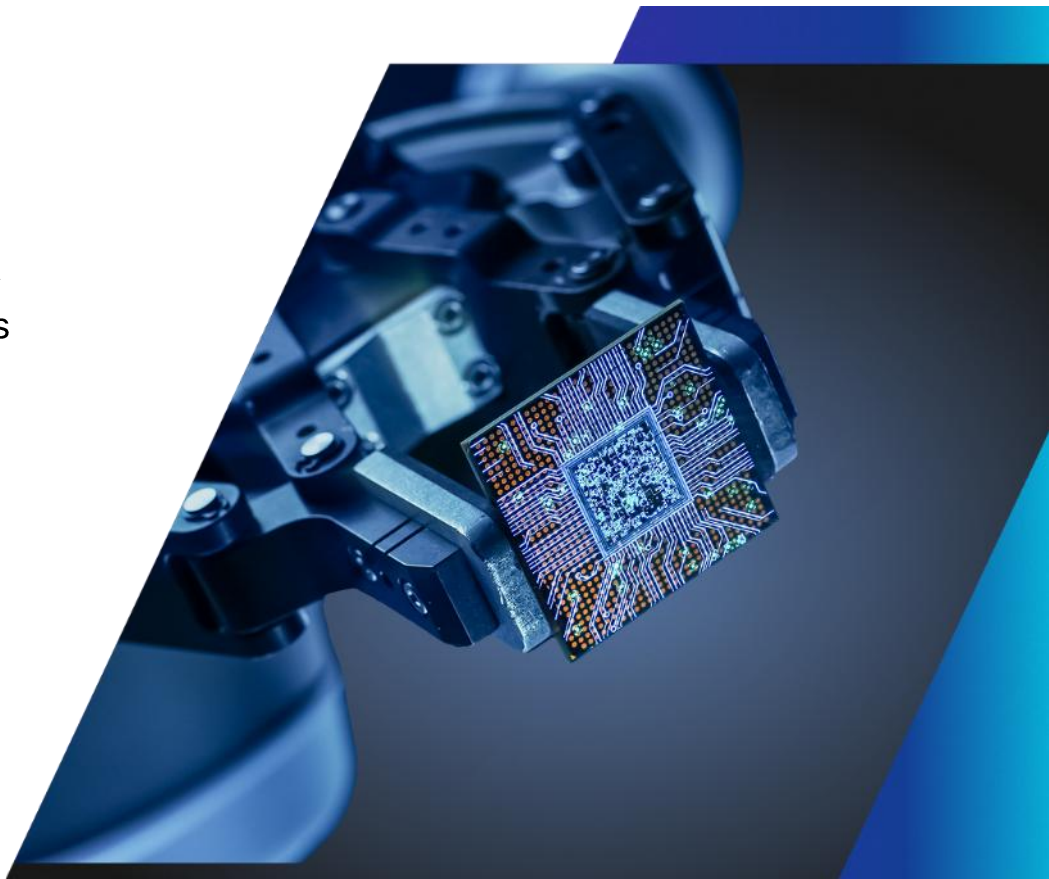




Achieve the Full Potential of Application Performance



Maximize your Apps with the S10's powerful Qualcomm Octa-Core Processor, reaching speeds of up to 2.4GHz. From everyday tasks to intensive applications, experience seamless performance and responsiveness like never before.





Easy to Carry and Easy to Operate with One Hand



Experience ergonomic perfection with the S10's light weight and compact design, weighing less than 257.5g and boasting dimensions of 161.26x75.8x14.9mm.

Enjoy effortless one-handed operation and unparalleled comfort on the go.



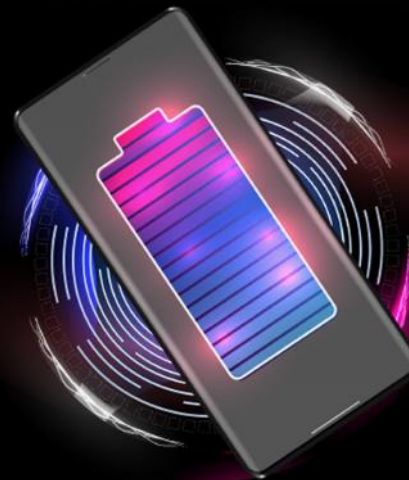


Experience Power Uninterrupted all day long with User replaceable battery and BOS™ Power manager



The S10's user-replaceable battery offers standard(4,500mAh) providing uninterrupted performance from start to finish without downtime for charging.

Plus, BOS™ Power Manager supports real-time battery management for optimized efficiency.





Resolve Your Smartphone Challenges with Superior Durability of Bluebird



The S10 is designed to excel in tough environments: it boasts waterproof and dustproof capabilities, along with the ability to withstand drops onto concrete, in snow, rain, and extreme temperatures with IP68 sealing. Its 5.5" HD+ Corning® Gorilla Glass display ensures both durability and crystal-clear clarity. For added resilience, consider the optional protective boot, ensuring reliable performance even after 6ft./1.8m drops.





Perfect Match for Any-sized Business



Bluebird understands the importance of balancing cost and quality. Commitment of Bluebird to innovation allows us to offer the S10, which meets and exceeds your needs without sacrificing reliability or performance. Don't let budget constraints limit your options. The S10 is the economically perfect match for businesses of any size.



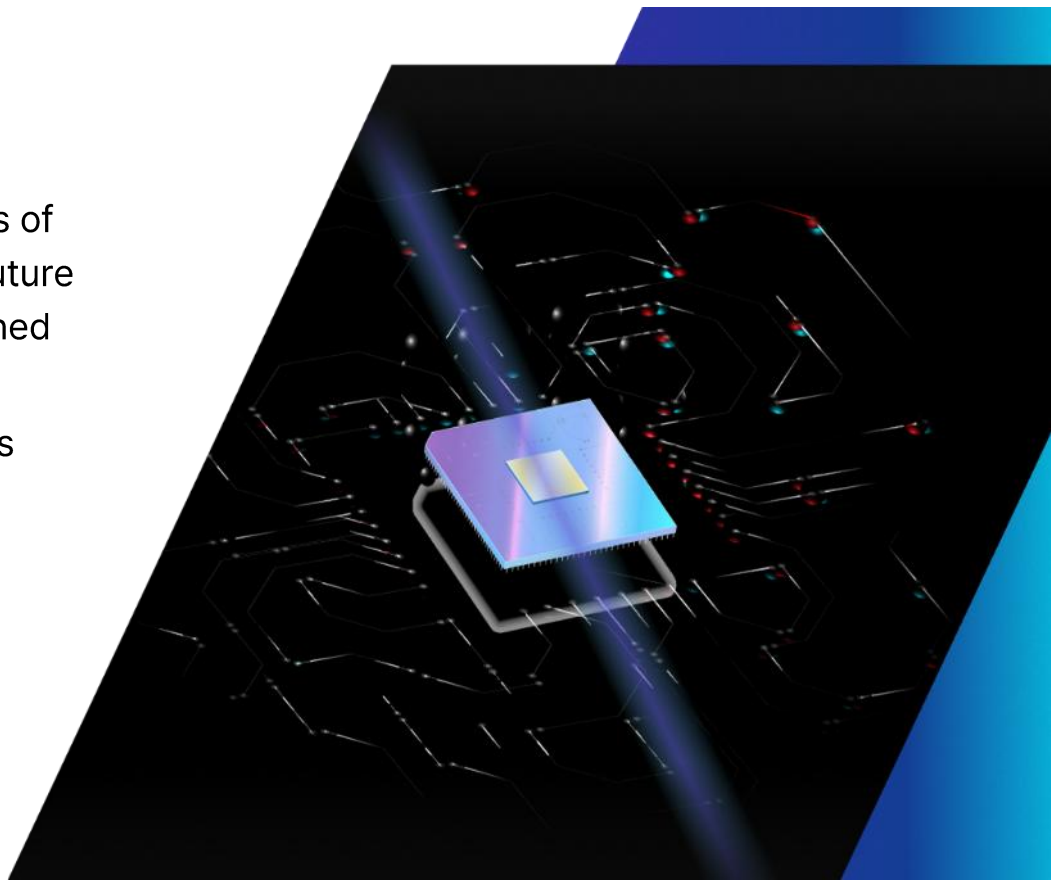


Robust Memory Configuration, Supporting Future Android Updates



As Android continues to evolve, the S10 sets a standard with 6GB RAM and storage options of 64GB or 128GB, ensuring compatibility with future operating systems - Android 14 which is planned to be upgraded to Android 16 / Android 18.

The S10's robust memory capacity guarantees that you can enjoy the latest Android updates without compromise, ensuring your device remains cutting-edge.





Components

Front



Back



Top & Bottom





Product Specifications



O/S	Android 14 • support for android 16, 18 versions	Camera	Front : 5MP Rear : 13MP autofocus; flash LED
Performance	Qualcomm SM6225 Octa-Core up to 2.4GHz	Scanning	Default : • SE4710 1D/2D Barcode Scanner Optional : • BE470 1D/2D Barcode Scanner
Life Cycle	3+3	Memory	6GB RAM/ 64GB UFS Flash 8GB RAM/ 128GB UFS Flash (Optional)
Battery	User replaceable Battery Standard Battery : • 3.85V / 4500mAh BOS™ Power Manager Station	Additional Accessories	5V/3A Direct Charging Power adapter USB C to A data cable 1 Slot Charging Cradle 4 Slot Charging Cradle Trigger Handle Hand Strap Rugged Boot Screen Protector Holster Stylus Pen
Rugged Spec	5 ft./1.5 m drop to tile over concrete per MIL-STD 810G across operating temperature 6 ft./1.8 m drop to tile over concrete per MIL-STD 810G across operating temperature with rugged boot 600 tumbles, 1.6 ft./0.5 m 600 tumbles, 3.3 ft./1.0 m tumbles with rugged boot		
Communication & Messaging	WWAN SKU Only : • 1 Nano SIM, eSIM		



BLUEBIRD MANAGEMENT SOLUTION

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



BOS™ TMS

BOS™ TMS securely manages global Bluebird payment terminals with end-to-end control

Secure & Manage



BOS™ Kiosk

Protect your device from unauthorized app use and device settings changes



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

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



BOS™ One scan

Extensive data capture with multiple barcode scanning support

Maintenance



BOS™ PowerManager

Dashboard tracking health & charge state for Bluebird Mobile device battery pool & initiate admin actions



BOS™ Data Tune™

Enables easy, seamless integration of scanned data into any application without extra work



Bluebird Care™

Achieve 3, 4 or 5 year availability & Service options



BOS™ OTA

Automatically manage OS and security patch updates



BOS™ NEST

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



BLUEBIRD Care™

Bluebird Care™ increases device availability to maintain the value of your device. Basic service levels and two additional options allow you to choose the right service level for your business needs and budget.

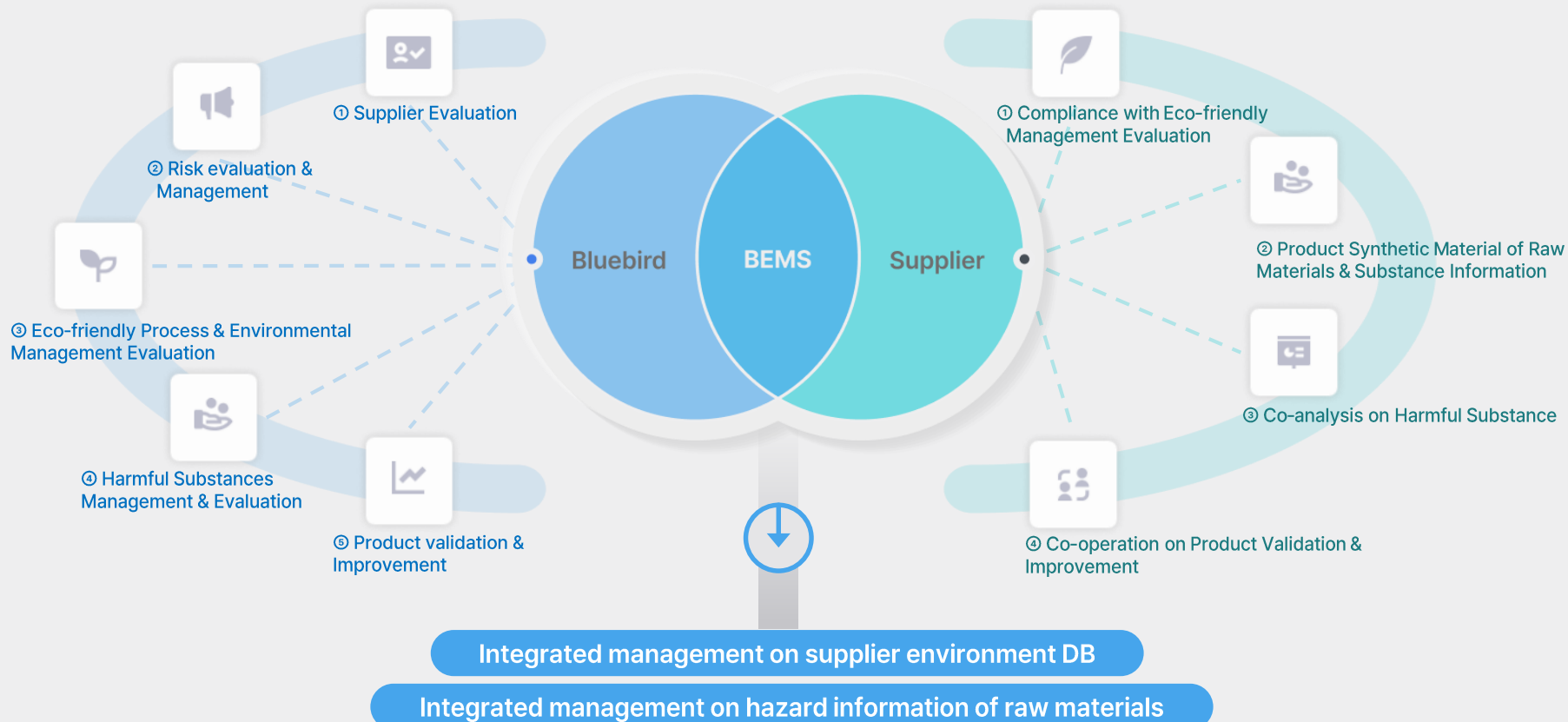
Category		Basic Care	Value Plus	Enterprise Standard
Coverage Term for Device		1 year	3 or 5 year	3 or 5 year
Contract Renewal	1 or 2 years Renewal	X	●	●
TAT	Service Turnaround Time (TAT)	15 business days	5 business days	3 business days
Online Portal	Online Repair Order Portal	●	●	●
Software Support	Software Support	●	●	●
Coverage	Manufacturer Defect	●	●	●
	Accidental Breakage	X	Optional (Max Cap 10% / 20%)	●
	Normal Wear and Tear	X	X	●
Logistics	Return Shipping	●	●	●
	2-way Shipping	X	X	Optional
Battery	Battery Refresh Service	X	Optional	Optional
Spare pool	Spares Pool Management	X	X	Optional
Device	Device Commissioning	X	Optional	Optional

* Before purchasing Battery Refresh Service and/or Enterprise Standard, you have to discuss with our sales manager whether battery shipping is possible for your country according to IATA (International Air Transport Association) rules.



BEMS Bluebird Environment Management System

Bluebird is the first mid-sized company in Korea to join the Science-based Target Initiative (SBTi), which helps set greenhouse gas reduction targets and monitors and verifies them. We manage supplier environment information and raw material hazard information through BEMS.



Thank you!

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