RETAIL SOLUTION

Retail's Next

Create unforgettable experiences as you connect with your shoppers.
Face your visitors confidently with Bluebird's devices. Help them understand a particular product, let the customers know of current promotions, check for availability and offer them all-inclusive payment options to seal the deal.
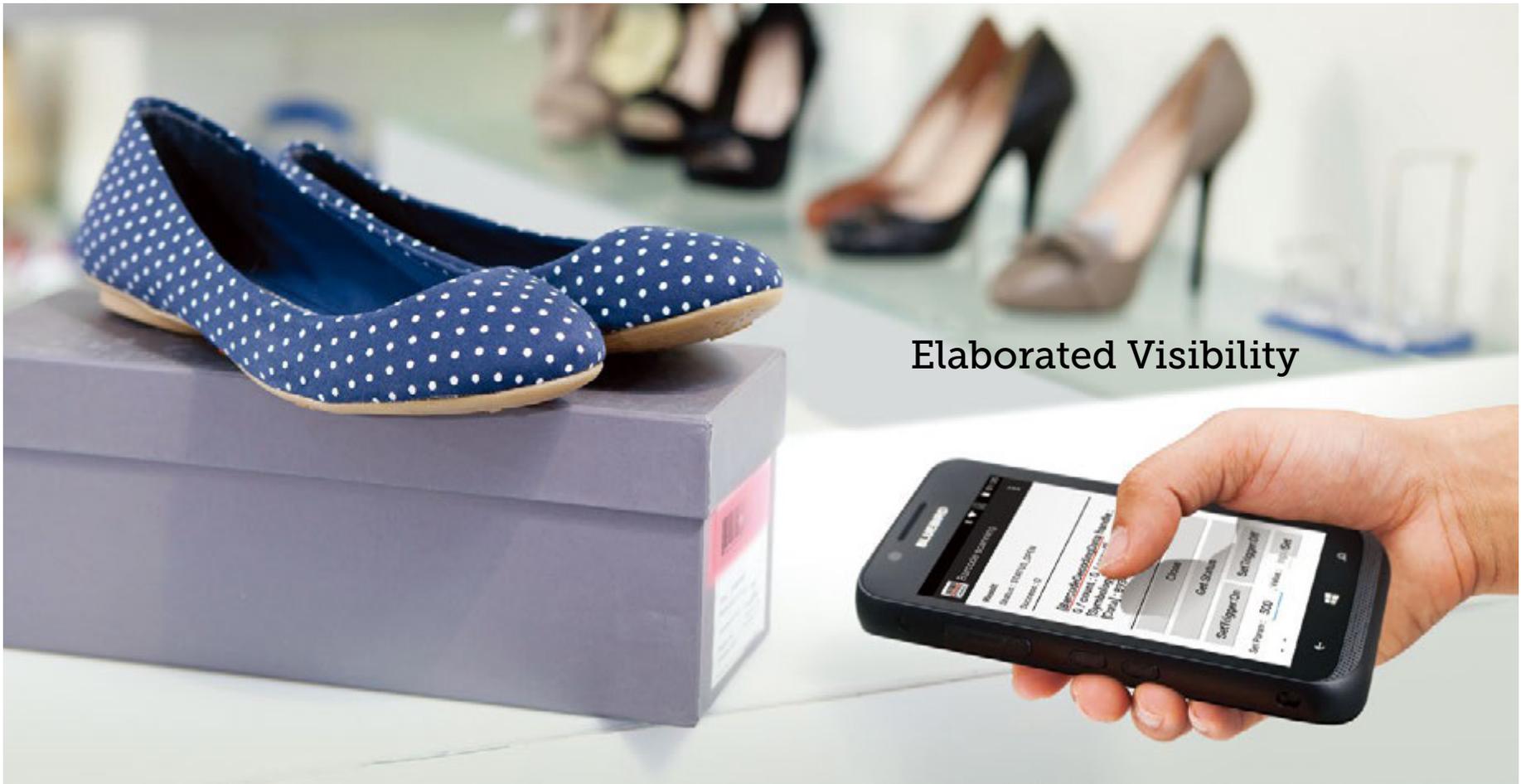
BLUEBIRD
Spread your wings

Stay Close To Shoppers

With the right tools, you will be able to find the needs of your customers before they do.
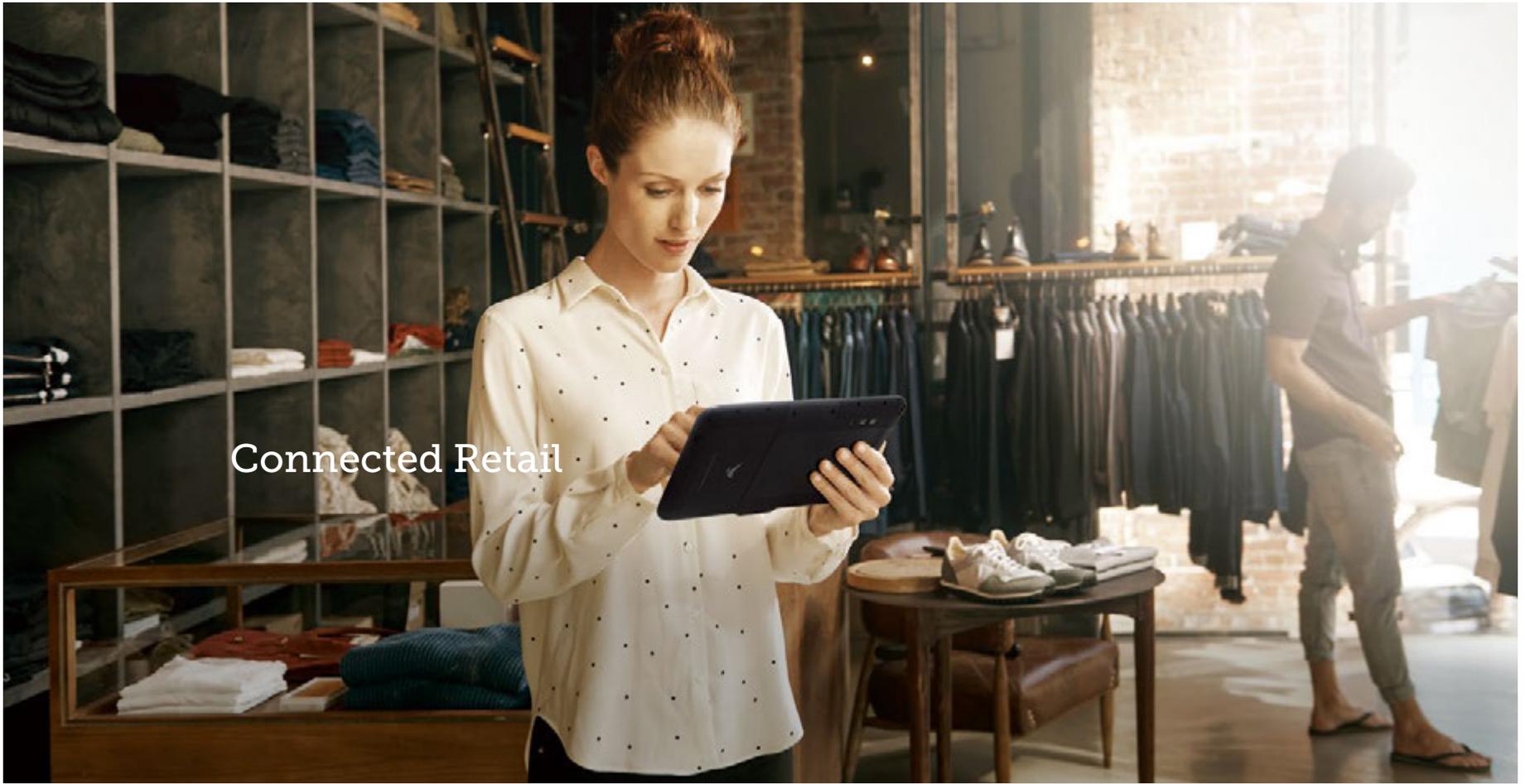
By giving your customers vast wireless connections, most of the customers are already well informed of what your shop offers and sells. In other words, they are ready to look into products that they need in detail. Therefore, our mobile technology with new payment methods will help you and your customer finish the payment process much faster than ever before. This payment method will naturally increase the customer engagement in shopping as it can help them focus on examining and testing the products rather than spending much time purchasing products. Such customer experience will result in pleasant shopping experience that will keep them coming back to your store.

Elaborated Visibility

With our solutions, you can stimulate more work productivity of your associates, helping them to be more effective in their work.

Bluebird's mobile devices will shorten the time for managing your store which will positively affect your sales rate. In detail, it will offer a new way for you and your staff in merchandise to communicate more effectively. This will drive your inventory management into a success by helping you understand every aspect in your showroom and merchandise warehouse. By easily locating and connecting with your faculty members, you will be able to manage your inventory at any time.

Connected Retail

**Connected communication
can save your time and cost.**

Our advanced method in mobile technology can assist you to stay well connected with your customers by actively providing easy access to information and data. Therefore, this can be another way to increase your sales. Also, this will help your business bring down the cost significantly as it diminishes the demand for labor supply in your product showrooms. Moreover, it will also encourage I.T team to build more effective mobile solutions and device management to derive further efficiency in your business.

Customer Engagement & Sales

In the retail world where customer service can directly impact sales, there needs to be a high emphasis on strategies to enhance the way you engage with your customers. With the help of Bluebird's devices, you can incorporate engagement tactics that eliminate the need to relocate or move out of customer's sight to accomplish a task. Bluebird's mobile devices offer solutions that can cover each level of customer engagement from initiation to payment, so your workers can be present 100% of the time while fulfilling their inquiries. By spending less time on executing tasks, you can invest more in meeting their satisfaction and create more opportunities to make a sale.

Benefit
- Increase customer's satisfaction by giving immediate information on daily deals and product availability
- Create more opportunities to make a sale with secure & seamless payment and various payment methods
- Short and long range employee communication with radio and PTT feature
- Helpful applications to help you manage customer data
- Short and long range employee communication with radio and PTT feature

Product Line
EF500, EF500R, EF400, BM180 (MSR), BP30 (MSR), SF550, BIP1300, CT280, CT281, MT280, MT281, MT401, EP200, BP50, ET100, RT100, ST100

EF500 EF500R EF400 SF550 ET100

Mobile Payment Terminal

Bluebird's devices are well suited for all payment needs of your store. Supporting swiping, inserting, and tapping payment, these devices offer all-inclusive payment options while letting your workers be mobile inside the store. When not checking items for payment, your workers can use the handy devices for inventory management and engage customers with daily deals and promotions. Designed with portability, Bluebird's devices are comparatively lighter than other brands. They are made with an ergonomic design for comfort and the wide range of accessory options are guaranteed to cover for your unique operational needs of the store.

Benefit
- Complete semi-mobility indoor and powerful full mobility outdoor
- EMV, PCI PTS verification with Stone Wall™ security
- All-inclusive payment options including: Magnetic stripe readers, Smart Card readers (EMV chip & PIN) and contactless payments (MasterCard PayPass, Visa PayWave, Calyso, NFC)
- Developer friendly environment – SDK, Linux with QT
- Longer operating hours with extended battery options
- Ergonomic design for easy grip and portability
- Industrial ruggedness

Product Line
MT280, MT281, MT401, EP200 (w/ mobile POS solution (handheld, tablet)), BIP1300

MT280 MT401 EP200 BIP1300

POS & Counter Management

Bluebird's retail solution is primarily based commitment to customer satisfaction and associate productivity. Replace your front desk computers with Bluebird's tablet line of products and experience seamless payment and variety of applications to manage customer data. These devices support all known payment methods including: swiping, inserting, and tapping. Additionally, POS and ERP inter-work allows your employees to check pricing and product availability on the spot. Expedite checkouts and create loyal customers with comprehensive management applications.

Benefit
- Mobile POS solution
- EMV, PCI PTS verification with Stone Wall™ security
- Helpful applications for price checking and inventory management
- All-inclusive payment options including: Magnetic stripe readers, Smart Card readers (ICC, EMV level 1&2) and Contactless payments. (MasterCard, PayPass, Visa PayWave, Calyso, NFC).
- Excellent inventory management
- Digital signage

Product Line
CT280, CT281, MT280, MT281, MT401, EP200 / ET100, RT100, ST100 (w/ payment terminal or PINPAD)

CT280	CT281	ET100	RT100	ST100

Merchandising & Inventory Management

As a retailer, it is very important to keep your items stocked so your customers can have an optimal shopping experience. By using Bluebird's devices, you can have access to the database. You can track, manage and forecast product demands to give appropriate supply and maximize your revenue. Furthermore, Bluebird's mobile computers have printing capabilities, so your associates can replace broken labels and renew old labels with latest pricing.

Benefit
- Optimize inventory accuracy, replenishment and reduce out-of-stock
- Electronic ordering for tangible transaction history
- Help associates monitor store performance and meet planned revenue
- Integrated printers for retagging and renewing old labels

Product Line
EF500, EF500R, EF400, BM180, BP30, HM40, HM50, BIP6000, ET100, RT100, ST100, RFR900

EF500	EF500R	EF400	BM180	ET100	RT100

Storage Management

Enable workers to access your business data everywhere inside the store and optimize the movement of inventory – including the people and material handling equipment that is required to move it. For Omni-channel retailers, we span a robust functional spectrum from inventory visibility, multi-level holds to quality assurance. Through these, you will be able to increase staff productivity and inventory accuracy, exceeding your customer's expectations with real time visibility, data processing, mobility and efficient PTT(push to talk). On top of that, customers will remember your business' identity anywhere they go on and off the app. The most flexible distribution operation is possible when fulfilled to consumers.

Benefit
- Enable faster, cost efficient implementations
- Decrease distribution costs and inventory levels
- Increase accuracy, agility and visibility in distribution networks
- Improve labor productivity and customer service

Product Line
EF500, EF500R, EF400, BM180, BP30, HM40, HM50, BIP6000, BIP7000, ET100, RT100

EF500 EF500R EF400 BIP6000 BIP7000 ET100

Staff Communi-cations

It is common knowledge that reliable staff communication is one of the major factors in running a successful operation. Therefore, Bluebird has developed devices that provide excellent long range and close range communication adapted for your unique working environment. Along with access to vast radio, Bluetooth and PTT communications, your workers can access the head department to forward and receive messages and receive instruction on their day-to-day operation.

Benefit
- Short and long range employee communication with radio and PTT feature
- Activate in-store and warehouse communication for associates and managers
- Persistent connection to the department network
- Deliberately designed with sleek and lightweight quality

Product Line
EF500, EF500R, EF400, BM180, BP30

EF500 EF500R EF400 BM180 BP30

Shopping Guide Integration

Use Bluebird's devices to enhance your promotion through customized applications and features. With access to many applications, you can expand your company's presence out of the store level into your customer's personal lives. Giving out promotions and daily deals through forms of instant messaging and emails will give you more opportunities for business and strengthen customer loyalty.

Benefit
- Enhance data visibility for greater productivity and accountability
- Promote goods and compare products to increase customer engagement
- Helpful applications to help you manage customer data

Product Line
BP50, RT100, ST100

BP50   RT100   ST100

Customer Self-service

Invite your customers into your store by introducing new ways to access information. Customer self-service allows shoppers to interact with the business and perform service tasks at their convenience. Viewing promotions, price checks, searching item locations and making self-checkouts are all possible with Bluebird's devices. These payment options support: swiping, inserting and tapping.

Benefit
- EMV, PCI PTS verification with Stone Wall™ security
- Helpful applications for price checking and inventory management
- All-inclusive payment options including: Magnetic stripe readers, Smart Card readers (ICC, EMV level 1&2) and Contactless payments. (MasterCard, PayPass, Visa PayWave, Calyso, NFC).
- Access information and perform routine tasks without staff assistance
- Enable customers to look up prices, scan and locate products, and learn about promotions

Product Line
RT100, ST100

RT100   ST100

Staff ID Management

Bluebird's mobile terminals can provide you with secure and convenient ways to authenticate your staff. They are equipped with NFC (Near Field Communication) sensors for staff ID cards and provide fingerprint scanning for higher level of security. Additionally, applications can be customized to give out clearance levels for each individual staff and distribute varying utility access to reduce possible mishandling, or even theft.

Benefit
- Persistent connection to your department network
- Simplified authentication process for increase in productivity
- Advanced data capturing modules with complete scanning components
- Sleek and lightweight design for convenient mobile use

Product Line
EF500, EF500R, CT281

EF500   EF500R   CT281

Field Service

There are many ways how a delivery service depends on technology for every step of their job, and we Bluebird want to be there for the whole process. Retailers can make use of our advanced data capturing devices to upload their deliveries into the database. Calculating remaining deliveries opposed to amount delivered, they can keep an accurate range of stocks for better investment of resources. The persistent connection to the department network will allow you to make direct store delivery, and let you efficiently supervise your workers. With the help of business applications you can view and manage all on-going tasks and make effective decisions with full visibility on the field service operation. Finally all these features are jam-packed in our slim but industry rugged mobile terminals, so you don't have to carry additional gadgets out to the field.

Benefit
- Reliable navigation system with route-optimizing features
- Advanced scanners for capturing complex barcodes
- Ongoing tracking options for employee location
- Fully optimized network capabilities for industrial demands
- Deliberately designed with sleek and lightweight quality
- Flexible accessories for use in vehicles

Product Line
EF500, EF500R, EF400, BM180, BP30, SF550, HM40, HM50

EF500   EF500R   EF400   SF550   HM40

Device & Asset Management

Make more informed business decisions with a powerful and flexible solution from Bluebird. Empower technicians to track and secure equipment and other assets on the move with Bluebird's mobile computers. With various tracking tools, you can monitor the activities of high-value assets including identity, time, date and place of movement.

Benefit
- Improve inventory accuracy and reduce associated time and costs of service
- Optimized maintenance schedules reduce downtime
- Increase technician productivity
- Manage maintenance costs through automated tracking of time and cost

Product Line
EF500, EF500R, EF400, BM180, BP30, SF550, HM40, HM50

EF500 EF500R EF400 HM40 HM50

Fleet Management

Overview
Given today's high fuel costs, it is crucial to develop an optimal fleet transportation plan that minimizes costs while maximizing asset utilization. Fleet management program from Bluebird helps maintenance workers, security personnel, and transportation service providers to effectively manage the strategic aspects of a complex network on railways, ships, buses, cars, taxis and more. Bluebird's fleet management solution will enhance your service with visibility, collaboration and synchronization across all networks.

Benefit
- Increase labor productivity and decrease equipment costs
- Reduce repair and maintenance costs
- Eliminate shipment delays due to administrative errors
- Reliable distribution network
- Increase delivery speed with route optimization

Product Line
EF500, EF500R, EF400, BP30, HM40, HM50, BIP6000, ET100, RT100

EF500 EF500R EF400 BP30 BIP6000 ET100

Retail Solution

Bluebird provides various portfolios of mobile solutions from industrial handheld computers to tablets, handheld scanners & RFID readers, printer-integrated mobile computers, and payment terminals. From secure mobile payments to workforce automation and customer engagement, Bluebird's broad product portfolio spans all markets connecting people to information and wherever they need it.

PRODUCTS	EF500	EF500R	EF400	BM180	BP30	SF550	RFR900	HM40	HM50	BIP6000	BIP7000
Customer Engagement & Sales	●	●	●	●	●	●					
Mobile Payment Terminal											
POS & Counter Management											
Merchandising & Inventory Management	●	●	●	●	●		●	●	●	●	
Storage Management	●	●	●	●	●		●	●	●	●	●
Staff Communications	●	●	●	●	●	●					
Shopping Guide Integration						●					
Customer Self-service	●	●	●	●	●						
Staff ID Management	●	●									
Field Service	●	●	●	●	●	●		●	●		
Device & Asset Management	●	●	●	●	●	●		●	●		
Fleet Management	●	●	●	●	●			●	●	●	

Retail Solution

PRODUCTS	BIP1300	EP200	CT280	CT281	MT280	MT281	MT401	ET100	RT100	ST100	BP50
Customer Engagement & Sales	●	●	●	●	●	●	●	●	●	●	●
Mobile Payment Terminal	●	●			●	●	●				
POS & Counter Management		●	●	●	●	●	●	●	●	●	
Merchandising & Inventory Management								●	●	●	
Storage Management								●	●		
Staff Communications											
Shopping Guide Integration								●	●	●	●
Customer Self-service								●	●	●	●
Staff ID Management				●							
Field Service								●			●
Device & Asset Management								●			
Fleet Management								●	●		●

Memo

Memo

Memo

BLUEBIRD
Spread your wings

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Vertical guide notice This Bluebird vertical guide introduces an overview of Bluebird product coverage for Bluebird industrial mobile devices, hardware packages and software support. It doesn't include any other company' terminals, solutions and service. Bluebird may update the content of the Guide from time to time. The new version of this guide and policy will automatically apply once partners renew their technical support and Bluebird support package, etc.

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