



TRANSPORTATION SOLUTION

## Experience real fast and real efficiency

Bluebird offers numerous transportation solutions that optimize operations and accelerate circulation. Transport passengers and cargo safely, with efficient, real-time data access and reliable network connectivity. Synchronize supply chain execution with visibility into inventories, performance and costs.



Challenges. Solutions. Benefits.



## Provide Transparent Operation

### Challenges

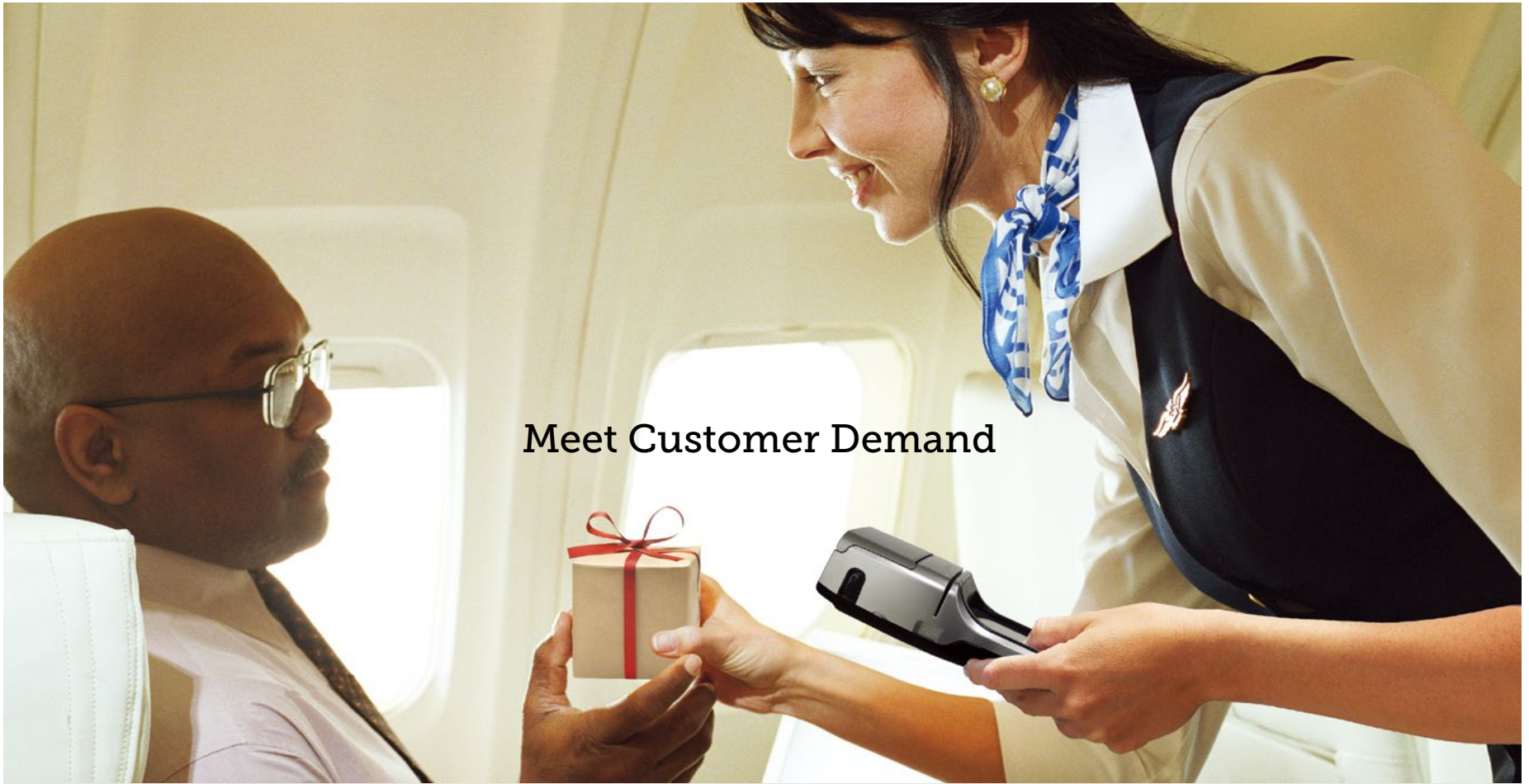
With an optimal fleet transportation plan, reduce fuel costs and boost workforce productivity. Speed and intelligent products make the best decisions, turn them into action and control the operation every step of the way to deliver excellent customer service. Communicate with drivers anytime, anywhere with Bluebird solutions. You can proactively track driver and vehicle performance, making sure that your workers are performing their jobs. By handling your passengers with cost effective management solution you can maximize your revenue while increasing customer satisfaction.



## Enhance Operational Efficiency

### **Solutions**

Implement flexible mobile ticketing strategies and it will help your staff monitor performance and maximize profit margins. Optimize your operation by monitoring activity of high-value assets including identity, time, date and place of movement. Visibility and control tools for workforce management will deliver new levels of work productivity and execution efficiency. Additionally, optimized maintenance schedules reduce downtime. Increase the quality, speed and accuracy of information with RFID and barcode scanning management solutions.



## Meet Customer Demand

### Benefits

Activating customers' tickets on mobile devices collects rich data on capacity which can help reduce idle and down times. Allow instant ticket purchases and display on the spot to make the validating process quick and secure. With our mobile solution, real-time, secure information is always at customers' fingertips. Let the information flow and ensure customer-specific implementation. Help your passengers track their travel and get direction route guide.

## Mobile Ticketing



Bluebird proudly presents you the smart mobile ticketing solution that gives benefits such as instant reporting and faster payments without needing to resort to stationary ticket vending machines and heavy duty scanning equipment. This means that waiting in line for tickets is a thing of the past for customers while agencies are able to drastically reduce the cost of their operations. Optimize your operation by validating customer's tickets on mobile computers and raise your data capturing capacity.

### Benefit

- Digital ticketing allows fraud checks and instant purchases
- Advanced data capturing modules with rapid data processor
- Reduce the cost of sales and operations
- Give convenience to passengers by expanding the available ticketing options

### Product Line

EF500, EF500R, EF400, BM180, BP30, SF550, HM50, BIP1300, BIP1500, MT280, MT281, MT401



## Ticket Validation



Streamline the ticketing process for you and your customers by using Bluebird ticket validation solutions. May it be for validating tickets in a concert or a theme park; Bluebird's mobile computers got you covered with advanced data capturing tools and applications for tracking data. Every ticket validated will enter into the database, letting you analyze quantity and demand for more accurate resource planning for your company. You can also view how many times people have accessed a specific service, allowing you to better analyze supply and demand. Gain control of all operations and practice stricter security with Bluebird's ticket validation solution.

### Benefit

- Various validation methods with comprehensive data capturing capabilities
- Fully optimized network capabilities for industrial demands
- Helpful applications to help you manage customer data
- Advanced network security with Stonewall security program
- Short and long range employee communication with radio and PTT feature

### Product Line

EF500, EF500R, EF400, BM180, BP30, SF550, HM40, HM50, BIP6000, BIP1300, BIP1500, BP50



## On Board Sales



May it be on railways, in an airline, bus or ferry; you can offer your passengers world class service by providing all-inclusive payment options and comprehensive applications to manage your resources. Choose Bluebird's solution. With the right strategy to make the most of the revenue-enhancing potential of sales, our devices will meet your passengers' various demands and your business' unique operational needs.

### Benefit

- Maximize sales by preserving the quality of merchandise
- All-inclusive payment options including: Magnetic stripe readers, Smart Card readers (ICC, EMV level 1&2) and contactless payments. (MasterCard PayPass, Visa, PayWave, NFC, etc.).
- Receiving and sorting applications included

### Product Line

EF500, EF500R, BM180, BP30, BIP1300, BIP1500, MT280, MT281, MT401, EP200, BP50, ET100, RT100, ST100



BM180

BP30

BIP1300

BIP1500

RT100

ST100

## Merchandising & Inventory Management



As a manager, it is very important to keep your items stocked so your customers can have an optimal travel experience. By using Bluebird's mobile computers, 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, BIP1500, BP50, RT100, ST100



EF500

EF500R

EF400

BM180

BP30

HM40

HM50

RT100

## Passenger Seat Display



To flourish in the competitive passenger travel industry, agencies must look beyond traditional management practices. Maximize your revenue and increase customer satisfaction with Bluebird's passenger seats display solution. Some of the features include: entertainment, information on travel route, flight tracker, etc. It is available in railways, airlines, buses, ferries, taxis, car pool and more.

### Benefit

- Higher customer satisfaction with various entertainment programs
- Maximize the revenue potential of every seat and departure
- Flexible accessories for use in transportation

### Product Line

BP50, ET100, RT100, ST100



BP50



ET100



RT100



ST100

## In-Flight Sales



You can offer your passengers world class service by providing all-inclusive payment options and comprehensive applications to manage your resources. Choose Bluebird's solution. With the right strategy to make the most of the revenue-enhancing potential of sales, our devices will meet your passengers' various demands and your airline's unique operational needs.

### Benefit

- Maximize sales by preserving the quality of merchandise
- All-inclusive payment options including: Magnetic stripe readers, Smart Card readers (ICC, EMV level 1&2) and contactless payments. (MasterCard PayPass, Visa PayWave, NFC, etc.).
- Receiving and sorting applications included

### Product Line

BM180, BP30, BIP1300, BIP1500, MT280, MT281, MT401, EP200, BP50, ET100, RT100, ST100



BM180



BP30



BIP1300



BIP1500



MT280



MT281



MT401



RT100

## Integration Travel Information



Eliminate paper based data management with integrated, mobile Bluebird solution. Organizations gain visibility and customers can personalize their travel experience. Help your passengers track their destination and get the most efficient route. Our solutions provide accurate and timely information, showing them exactly where they need to go. Look up hotels, restaurants, tourist attractions and more. Save additional time and costs and stay productive on the road.

### Benefit

- Personalized travel experience with accurate and timely information
- Flexible accessories for use in vehicles
- Route optimizing navigation system
- Fully optimized network capabilities for industrial demands
- Deliberately designed with sleek and lightweight quality

### Product Line

EF500, EF500R, EF400, BM180, BP30, SF550, BP50, ET100, RT100, ST100



## RFID Transportation Solutions



Imagine a world where lost baggage is a thing of the past and the airlines have real-time baggage tracking so they can tell you where your bag at all times. Bluebird's RFID solution can improve responsiveness and efficiency as well as cut operating costs. Improve asset management, passenger security, and visibility of goods. Increase quality, speed, and accuracy of information by incorporating Bluebird's RFID solutions.

### Benefit

- Fewer lost baggage with enhanced tracking solutions
- Real-time status and faster resolution
- High-level monitoring and improved security
- Enhanced safety and quality control

### Product Line

EF500/EF500R/EF400/BM180/BP30 + RFR900, BIP6000 MaxID Grip





## Staff Communication



It is common knowledge that reliable staff communication is one of the major factors in running a successful operation. Therefore, Bluebird has developed mobile computers 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 real-time 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, SF550, HM50



## Device & Asset Management



Make more informed business decisions with a powerful and flexible solution from Bluebird. Empower technicians to automate, track and secure equipment and other such assets on the move with a mobile computers. Visibility and control tools for workforce management deliver new levels of work productivity and execution efficiency. With tool tracking process, monitor activity of high-value assets including identity, time, date and place of movement.

### Benefit

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

### Product Line

EF500, EF500R, EF400, BM180, BP30, HM40, HM50, BIP6000, BP50, ET100, RT100, ST100



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# Fleet Management

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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 hardware solution from Bluebird helps maintenance workers, security personnel, and transportation service providers. Manage and control effectively the strategic aspects of a complex network of 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

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## Product Line

EF500, EF500R, EF400, BM180, BP30, SF550, HM40, HM50, BIP6000, BP50, ET100, RT100, ST100



EF500



EF500R



EF400



BM180



BP30













ET100













ST100

## Transportation Solution

Bluebird provides various portfolios of mobile hardware solutions for industrial mobile 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	HM40	HM50	BIP6000	BIP1300
Mobile Ticketing	•	•	•	•	•	•		•		•
Ticket Validation	•	•	•	•	•	•	•	•	•	•
On Board Sales	•	•		•	•					•
Merchandising & Inventory Management	•	•	•	•	•		•	•	•	
Passenger Seat Display										
In-Flight Sales				•	•					•
Integration Travel Information	•	•	•	•	•	•				
RFID Transportation Solutions	•	•	•	•	•				•	
Staff Communication	•	•	•	•	•	•	•	•	•	
Device & Asset Management	•	•	•	•	•	•	•	•	•	
Fleet Management	•	•	•	•	•	•	•	•	•	

# Transportation Solution

PRODUCTS										
	BIP1500	MT280	MT281	MT401	EP200	BP50	ET100	RT100	ST100	RFR900
Mobile Ticketing	•	•	•	•						
Ticket Validation	•					•				
On Board Sales	•	•	•	•	•	•	•	•	•	
Merchandising & Inventory Management	•					•		•	•	•
Passenger Seat Display						•	•	•	•	
In-Flight Sales	•	•	•	•	•	•	•	•	•	
Integration Travel Information						•	•	•	•	
RFID Transportation Solutions										•
Staff Communication						•				
Device & Asset Management						•	•	•	•	•
Fleet Management						•	•	•	•	

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