



BLUEBIRD COMPANY PROFILE

Spread your wings

Bluebird devices define a sense of pride and craftsmanship along with the reliability that every client appreciates. Bluebird's premium mission critical devices that fulfill your clear-cut industrial demands such as true mobility, industrial data capturing, real-time visibility for quick resolution, rapid computing technology, seamless payment, and full ruggedness in harsh condition.



Bluebird understands customers

We understand our clients' complex business environment and identify with the point of their various requirements. Bluebird has been through an intensive process of development and came to a meaningful and advanced technical consequence. So we have confidence that we can save your industrial resource with our proud solutions.



1

Only 1 AIDC & Payment Provider

Bluebird is the first and only global manufacturer which provides all the different types of industrial mobile devices from mobile computers, payment terminals to enterprise tablets. As a proven global expert, Bluebird delivers enterprise class reliability with our proud products.



25

25 Years

With more than 25 years of in-depth study, Bluebird has presented cutting-edge industrial mobile devices for various industries. We deliver high quality products to our enterprise customers based on global standards and procedures which are continuously reviewed and updated.



120

120 Countries

Bluebird is currently present in more than 120 countries. We have structured our sales and service units to target customer needs in a variety of industries. Global sales and service management is centralized, whereas implementation takes place at the local level. Our process for focusing on the best mobile devices comes from a pure dream to develop everything that we work with.



3,000

3,000 Customers

Bluebird is proactively taking action to cater for our 3000 customers' needs. Our devices have been used by customers in 120 countries for a long periods of time.



10,000

10,000 Applications

From crew members working in European National Railroads, to resource explorers in Brazil Amazon, users have boosted their productivity by partaking in our programs. We are continuing to optimize our products in over 10,000 work environments.

The only one provider

Bluebird is the first and only global manufacturer which provides all the different types of industrial mobile devices from mobile computers, RFID solutions, payment terminals to enterprise tablets. With an innovative and experimental spirit, Bluebird has applied logical extension to industrial mobile devices and created a working lifestyle which allows enterprise customers to maximize their investment, improve workforce productivity and manage performance in the most efficiency way.



1

Mobile Computers

- multi OS support
- true mobility - light, small & long lasting battery
- TankSmith™ ruggedness & durability
- excellent industrial network connectivity
- lightning fast data capture
- dual side programmatic buttons including PTT
- rapid computing technology

2

RFID Solutions

- Outstanding visibility
- Long range and high speed RFID reading
- High reading precision
- Light and sleek design
- Industrial grade durability
- Various types of style-handheld, wearable, fixed, desktop



3

Payment Terminals

- secured payments with Stone Wall Security™
- the latest & various payment methods
- trendy customer loyalty programs
- the next generation performance with ARM
- Linux with QT and comprehensive SDK & TMS
- integrated multi-function with AIDC ruggedness
- sleek and ergonomic design

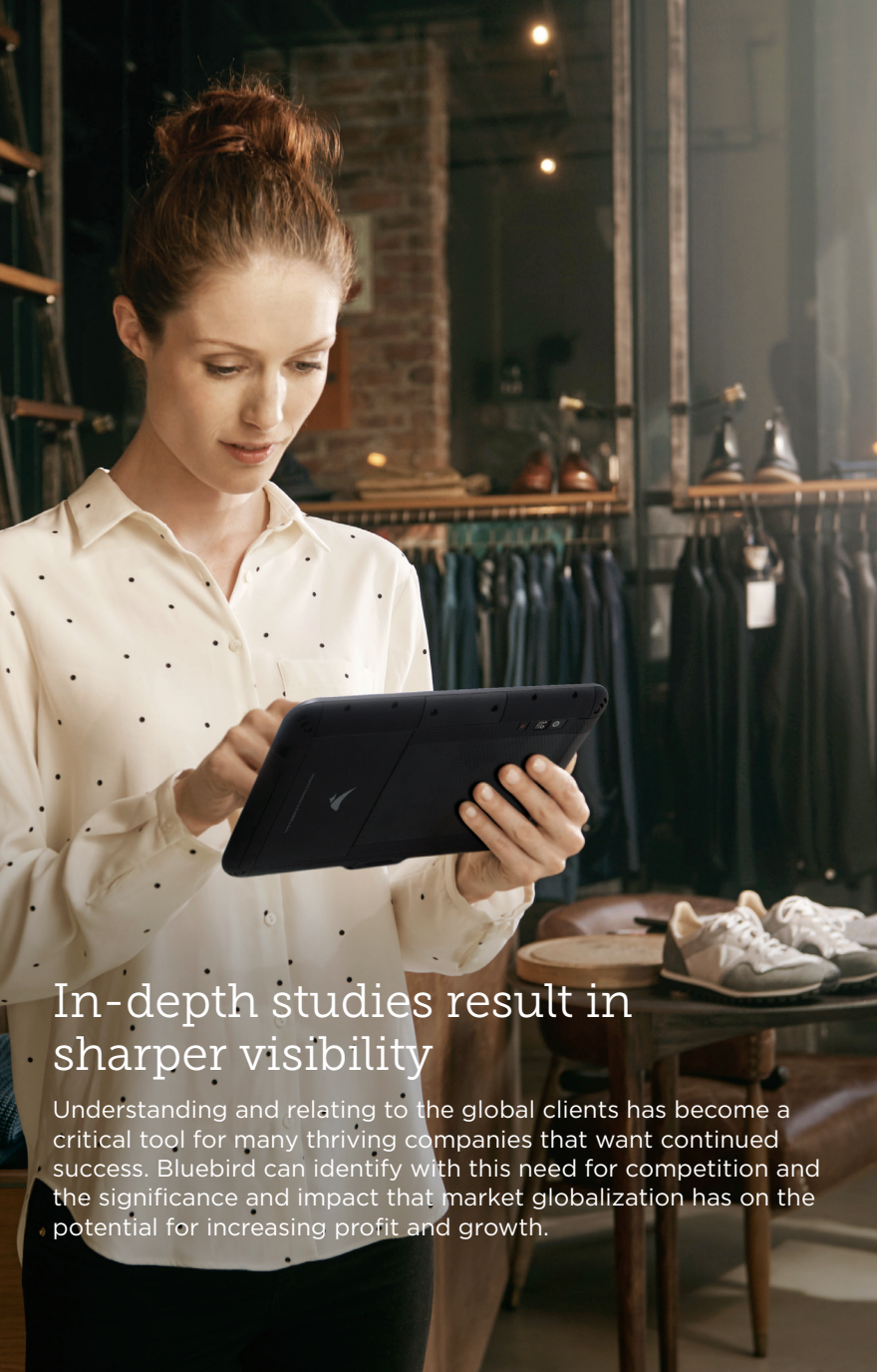


4

Enterprise Tablets

- dedicated SW support from installation
- multi OS support
- true mobility - light, small & long lasting battery
- TankSmith™ ruggedness & durability
- excellent industrial network connectivity
- rapid computing technology





In-depth studies result in sharper visibility

Understanding and relating to the global clients has become a critical tool for many thriving companies that want continued success. Bluebird can identify with this need for competition and the significance and impact that market globalization has on the potential for increasing profit and growth.

Retail



Create a personalized experience with leading technology

Create unforgettable experiences as you connect with your shoppers. Engage your customers with Bluebird's devices to help them understand a particular product, let the customers know of the latest promotions, check for availability and offer them all-inclusive payment options to seal the deal.

- supermarket, superstore, warehouse club, department store, discount store, convenience store, apparel, footwear, electronics specialty, drug store/pharmacy, home improvement, etc.
- customer engagement & sales, mobile payment terminal, POS & counter management, merchandising & inventory management, storage management, staff communication, shopping guide integration, staff ID management, customer self-service, field service, device & asset management, fleet management

Transportation



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.

- railway & subway, airline, bus, ferry, taxi, car sharing, etc.
- mobile ticketing, validating tickets, on board sales, merchandising & inventory management, passenger seat display, in-flight sales, integration travel information, RFID transportation solution, staff communication, device & asset management, fleet management

Distribution



Maximize efficiency by understanding operational efficiency level

Maximize your efficiency to stay competitive.

Master the supply chain in the distribution industry with Bluebird's strategic visibility and operational control solutions. Provide your workers with route optimization to manage your fuel expenses and provide reliable communication on the move.

- mail & parcel delivery, logistics, warehouse, drug wholesalers, food & beverage, cosmetics, etc.
- pickup and delivery, shipping & delivery, inventory management, forklift management, direct store delivery (DSD), mobile payment terminal, put-away and replenishment, receiving and sortation, work order validation, packing and staging, CPFR (collaborative planning, forecasting replenishment), RFID transportation solution, staff communication, fleet management, device & asset management

FMCG



The best way to cut costs and improve customer satisfaction

Bluebird's mobile device solutions reduce customer service costs. Improve their satisfaction and boost sales. With our mobile computers, information is immediately sent from the initial pick-up to downstream operations, streamlining work procedures. Automate processing of shipment information to increase the accuracy and speed delivery times. Help your associates provide better customer service and improve sales by giving them access to product information, inventory status and quick payment.

- restaurant, hospitality, etc.
- DSD, shipping & delivery, SFA, warehouse management, promotion asset management, customer engagement & sales, POS & counter management, mobile payment terminal, merchandising & inventory management, staff communication, shopping guide integration, staff ID management, device management, fleet management

Restaurant & Hospitality



Stay close to customers

The customer is always right. Have confidence in all your operations as you assign your business with the best task tracking solutions Bluebird has got to offer. Take charge out in the front and in the back. Stay on top of every order with easy and accessible tools. Your staff will thank you and your customers will know of your commitment to their satisfaction.

- public safety, military, public administration, post office, health center, etc.
- counter & front task management, mobile payment terminal, customer ordering and payment on table, inventory management, order taking and payment, kitchen management, staff communication, loyalty, membership & gift cards, guest safety and security, device & asset management

Government



Professionalize your work with comprehensive mobile solutions

Bluebird's leading edge mobile solution helps your work.

Serving and protecting the general public often requires the best of people. Your self-sacrifice is renowned and Bluebird solutions want to give back to our heroes with reliable devices and tools with specialized management applications that can efficiently collect data and streamline information transfer.

- bank, insurance, etc.
- traffic law enforcement, parking enforcement, patrol mobile solution, identification authentication, user authentication, staff communication, outpatient management, pickup and delivery, evidence management, classroom management, data collection, device & asset management, fleet management

We are here to help you

We provide immediate service anywhere.

Bluebird, Inc. has over 80 professional and authorized service and support centers around world.

- Bluebird Inc. (HQ)
- Manufacturing Facility
- Overseas Office
- R&D Center
- Authorized Service Partner





Bluebird designs and manufactures eco friendly products
by global environmental regulation.



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