



## ASX Announcement

For immediate release

Monday 21 July 2014

### Company update

#### Highlights

- Validation of Bluechiip system with sales to local companies
- New dual ID prototype vials undergoing validation tests with Micronic BV
- China joint venture exhibits at the 6th China Biobank Standardization and Application Seminar (CBSAS) and the 1st Biobank Dean Summit (Beijing)
- Pre-sale trials with key customers in China
- Patent Granted

#### SALES AND TRIALS

Bluechiip is pleased to announce sales to local companies over the past six weeks, which are critical to the validation of the Bluechiip technology. First time sales were made to Flinders University and The Florey Institute of Neuroscience and Mental Health and additional product was supplied to Cell Care Australia, which first purchased Bluechiip product in 2013.

#### CO-DEVELOPMENT PROJECT WITH MICRONIC BV

A major milestone has been achieved in the Partnership agreement with Micronic BV with the first manufacturing trials taking place in which the Bluechiip MEMS tag was successfully over-moulded onto a Micronic vial. These new vials, which also integrate a Micronic 2D barcode, will provide dual layers of identification. Increased tracking veracity is of growing importance in the cryopreservation and biobanking industries. The vials are now undergoing low temperature testing and validation, following which Bluechiip and Micronic BV will collaborate in the sales and marketing of the new product.

#### CHINA BIOBANK CONFERENCE AND EXHIBITION

Bluechiip China Ltd, is the newly established entity resulting from the Development and Commercialisation Agreement executed with Eastern Equipment Trading Company (EET) in May. BCT has a 10% ownership of this new entity. Bluechiip China exhibited at the 6th China Biobank Standardization and Application Seminar (CBSAS)

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and the 1st Biobank Dean Summit from June 20th to 22nd, 2014 in Beijing. The conference was organised by Shanghai Outdo Biotech Co. Ltd., at which the Bluechiip system was recently installed (announced 15 July 2014). The conference is the largest biobanking gathering of top scholars, institutes, 1st-tier hospitals and related businesses in China. This year, the conference attracted over 500 attendees and 30 exhibitors. The Bluechiip exhibit was very successful, with a number leads being generated and are now being followed up.

## **TRIALS IN CHINA**

Two key national and leading facilities in China were followed up after the Biobank conference. The Bluechiip product was demonstrated and is currently undergoing trials and review by management of the respective facilities.

## **PATENT GRANTED**

The Bluechiip patent "Multi data memory device" was accepted and granted on the 30<sup>th</sup> June 2014 by the US Patent and Trademark Office. The US Patent Application number is 13/000,586. The term of the granted patent will be 20 years from 19 June 2009, being the filing date of the application, subject to any adjustment.

### **For more information:**

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### **About Bluechiip Limited:**

Bluechiip Limited has developed a wireless tracking solution for the healthcare and life science, security, defence and manufacturing industries which represents a generational change from current methods such as labels (hand-written and pre-printed), barcodes (linear and 2D) and microelectronic integrated circuit (IC)-based RFID (Radio Frequency Identification).

The unique tag is based on MEMS technology and contains no electronics. The tag can either be embedded or manufactured into a storage product, such as vials or bags. Easy identification, along with any associated information from the tag such as temperature can be detected by a reader, which can also sense the temperature of the tagged items. The

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traditional identification technologies have significant limitations. Whereas a barcode requires a visible tag or line-of-sight optical scan, bluechiip® technology does not. Unlike labels, barcodes and RFID, the bluechiip® technology can sense the temperature of each item a tag is attached to, or embedded in.

The bluechiip® technology has initial applications in the healthcare industry particularly those businesses which require cryogenic storage facilities (biobanks and biorepositories). bluechiip® offers the only technology that enables accurate and reliable tracking of products including stem cells, cord blood, and other biospecimens. In addition to functioning in extreme temperatures, the bluechiip® tracking solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

The bluechiip® technology has other healthcare applications in pathology, clinical trials and forensics. Several other key markets outside of healthcare include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

Further information is available at [www.bluechiip.com](http://www.bluechiip.com)