



ASX Announcement

For immediate release

Monday 22 September 2014

Company Update

Highlights

- **Validation of Bluechiip system with sales to Taylor Wharton Australia and Wesley-St. Andrew's Research Institute Brisbane**
- **Co-development project with Micronic BV moves a step forward with new dual ID prototype vials successfully completing first trials**

Sales and Trials

Bluechiip is pleased to announce two further client reference sales have been completed which are critical to the validation of the Bluechiip technology:

1. Taylor-Wharton Australia, which is part of the "Taylor-Wharton CryoScience" company (a leading manufacturer of Cryogenic storage tanks used in the medical and scientific research institutes as well as Bio-banking facilities) has purchased Bluechiip readers and consumables to conduct trials in the area of life science.
2. The Wesley Research Institute has purchased Bluechiip product for preparing and monitoring samples for an important Australian first study.

Dr Jason Chaffey, Managing Director & CEO said, "the sales and trials to Taylor-Wharton Australia and Wesley-St. Andrew's Research Institute are important validation milestones of the Bluechiip product and we are very pleased to be part of the trials being undertaken. These additional reference clients will open new opportunities for Bluechiip in the medical research field."

Since February Bluechiip has been adopted by 10 reference clients including 6 in Australia. The Bluechiip system is now being used to manage chain of custody for a variety of valuable samples including brain, blood and tissue.

Co-development Project with Micronic BV

Bluechiip is pleased to announce the completion of the first phase of the co-development program. The Bluechiip tag was successfully over moulded and

integrated with a laser-etched Micronic 2D barcode and the first prototypes were tested for integrity and cryogenic reliability. The initial testing indicates that dual identity vials incorporating the electronic Bluechiip tag and Micronic's 2D barcodes operate as specified after the injection moulding process and initial cryogenic testing. Micronic and Bluechiip will now verify the results and, in the coming month, will plan for the next phase of work which will involve collaboration in sales and marketing of the new product.

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 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

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