



## ASX Announcement

For immediate release

Monday 10 November 2014

### Bluechiip signs international agreement for technology integration

Melbourne, Australia, Monday 10 November 2014: Australian technology company Bluechiip Limited [ASX:BCT] today announced that it has signed a test and evaluation agreement with SIAD Group in Italy.

SIAD Group (SIAD) and Bluechiip have entered into a test and evaluation project for SIAD to integrate the Bluechiip cryotag into SIAD's cryobags which are used to store cord blood and other biological products. On the successful completion of this test and evaluation after 3 months, both companies will negotiate the commercialisation of the integrated product.

SIAD is an international industrial group based in Italy. SIAD Healthcare is the most active Company in the SIAD Group within the hospital's market and offers products, services and high-tech solutions in the following segments:

- Surgical Specialties.
- Criobiology and Lifesciences.
- Medical Gases.
- Medical Gases Distribution systems and services

Vito Bavaro, Director of Marketing and Business Development said "We are very excited to be part of this project and we recognise the application and benefits for our customers using the Bluechiip technology".

This agreement reflects the longer term commercialisation strategy of Bluechiip by working with companies, who are leaders of product innovation in their fields, to integrate the Bluechiip technology. "We are very excited to be working with SIAD on this project as this has the potential to deliver an advanced cryopreservation product for the cryo bag market." said Dr. Jason Chaffey CEO and Managing Director, Bluechiip Ltd.

**END**

**For more information:**

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### About Bluechiip Limited:

Bluechiip 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<sup>®</sup> technology does not. Unlike labels, barcodes and RFID, the bluechiip<sup>®</sup> technology can sense the temperature of each item a tag is attached to, or embedded in.

The bluechiip<sup>®</sup> technology has initial applications in the healthcare industry particularly those businesses which require cryogenic storage facilities (biobanks and biorepositories). bluechiip<sup>®</sup> 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<sup>®</sup> tracking solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

The bluechiip<sup>®</sup> 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)