



## ASX Announcement

For immediate release

2 September 2015

### Bluechiip Announces Expanding Product Range

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Bluechiip Limited (ASX:BCT) ("Bluechiip" or the "Company") is pleased to announce that it is executing on releasing and developing new products based on customer and OEM feedback.

The expanded product range is to include:

1. Bluechiip Developer Kit;
2. Portable handheld reader; and
3. Bluechiip Button.

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said *"we are making significant progress in our strategic plans to expand the Company's product range in direct response to market feedback. These additions will increase Bluechiip's attractiveness to partners and help infiltrate the bio banking sector....."*

Details of the expanded product range are:

#### 1. Bluechiip Developer Kit released for OEM partner development

Bluechiip, world leaders in the development of sample tracking technology for extreme environments has released a Developer Kit to help global OEM partners integrate Bluechiip technology with their own OEM products.

In addition to providing their own sample tracking chips and reader products Bluechiip has a growing list of OEM providers wanting to integrate their MEMS-based technology with their own products.

In line with Bluechiip's OEM strategy and in response to requests from multiple OEMs, Bluechiip has launched a Developer Kit which includes a Matchbox Reader, tray(s) of delta tags, Stream™ Software and engineering support.

The Developer Kit allows potential OEM partners to incorporate and evaluate the Bluechiip technology in their products to assess the competitive advantage it provides. On successful evaluation Bluechiip will be in a position to support custom integration and establishment of ongoing license agreements.

### **2. Portable handheld reader development progressing to Concept production**

In response to market feedback, Bluechiip is continuing to develop new reading technologies and has partnered with Planet Innovation, Australia's Most Innovative company in BRW's 2015 rankings, to further develop the portable hand held reader.

The project will take the internal electronics of the existing Bluechiip Matchbox reader and incorporating it into a portable reader package to open up mobile applications of the technology.

### **3. Bluechiip Button development initiated for Biobanking retrofit market**

To date Bluechiip has focused on the new bio sample storage market. Feedback received from multiple biobanks however has identified a need to retrofit existing bio samples and identify multiple cryovial types.

In response to these requests and to open Bluechiip's technology to the large, existing market of stored samples, the Company is developing "Bluechiip buttons" capable of being easily retrofitted into existing biobank cryovials and samples to aid in the identification and temperature tracking. The buttons include a Bluechiip Delta tag in a plastic housing which can be retrofitted into a range of different vials.

The portable handheld reader in combination with Bluechiip buttons and the Multivial reader, also in development with OEM partners, will position Bluechiip to address the high volume biobanking facilities across the globe.

Embedding the Bluechiip Delta tag into a small plastic molding is set to open new opportunities. Bluechiip's initial target market, biobank cryosample storage, is forecast to be in excess of 300 million new cryosamples per annum being placed into storage by 2017. This volume is adding to the existing store of samples with reports of well in excess of 2 billion samples currently stored globally.

Trials and testing with OEM's and Biobanks are expected in the fourth quarter 2015.

#### **For more information:**

Andrew McLellan  
Managing Director / CEO  
Ph: +61 3 9763 9763  
[andrew.mclellan@bluechiip.com](mailto:andrew.mclellan@bluechiip.com)

### About Planet Innovation:

Planet Innovation exists to develop and commercialize products that have a positive impact on the world. It provides technology innovation, product development and commercialization expertise to companies around the world and focusses on the biomedical and hi-tech industries. Formed in 2009 by Stuart Elliott, Managing Director, and three other globally experienced biomedical executives, PI believes that a commercial focus is the key to successful product development. These 'commercially-focussed' principles have been the cornerstone of PI's rapid growth and success. Based in Melbourne, Australia, PI employs over 100 dedicated professionals and it has twice been rated Australia's Most Innovative Company by BRW. PI works with both start-ups and multi-national companies including many of the world's largest diagnostic companies.

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

### 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® 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)

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