



ASX Announcement

For immediate release

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Bluechiip Releases Portable Handheld Reader

Bluechiip Limited (ASX:BCT) ("Bluechiip" or the "Company") today announces the release of a new portable handheld reader in addition to two other new products, a multivial reader and Bluechiip Buttons, in response to customer and OEM feedback.

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said "this is a major milestone for Bluechiip as we continue to execute on our strategic plans to expand the Company's product range in direct response to market feedback. We are very excited about the portable handheld reader which can read both existing barcodes and our own Bluechiip tags. This has generated a lot of interest and, along with the multi vial reader and buttons, will be trialed with customers and OEM partners. We expect these new releases to dramatically increase Bluechiip's attractiveness to partners in the biobanking sector. In particular the handheld reader now also has the potential to open up mobile applications of our unique technology in other markets such as cold chain logistics, security and anti-counterfeiting.....",

The ground breaking release of the new products comes on the heels of the recent release of the Bluechiip Developer Kit for OEM partner development that has already gained traction with a development agreement executed in the protein crystallography market and delivery of a developer kit to an OEM partner in the IVF market.

Details of the new products are:

1. Portable handheld reader

Bluechiip, world leader in the development of sample tracking technology for extreme environments, has released for trial a portable handheld reader that incorporates the ability to read cryovials and cryotags incorporating Bluechiip technology.



After months of development in response to market feedback, the portable handheld reader has taken the internal electronics of the existing Bluechiip Matchbox reader and incorporated them into a portable reader package. Incorporating a touch screen for mobile entry of information, the hand held reader, through an in built barcode reader, will allow users to utilize existing barcode technology while transitioning to

Bluechiip's advanced capabilities including non line of site identification and temperature sensing. The handheld reader has been developed in partnership with Planet Innovation, Australia's Most Innovative company in BRW's 2015 rankings.

Importantly the portable handheld reader will open up mobile applications of the technology in the bio banking and adjacent markets.

2. Multivial reader

Coupled with the release for trial of the portable handheld reader, Bluechiip has further refined the multivial reader for upcoming trials. The multivial reader enables up to 100 cryogenic vials incorporating Bluechiip technology to be scanned in a single pass.



Through earlier validation sales the ability to read cryovials in cryoboxes of up to 100 was identified as critical to allowing high throughput facilities across the globe to incorporate and operate with Bluechiip's technology.

3. Bluechiip Button for Biobanking retrofit market released for customer trials

"Bluechiip Buttons" have been released for trial after successful completion of molding and assembly testing.

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



Responding rapidly to these requests Bluechiip Buttons have been tooled and assembled. The buttons include a Bluechiip Delta tag in a plastic housing which can be retrofitted into a range of different vials.

Bluechiip Buttons opens Bluechiip's technology to the large, existing market of stored samples. The Bluechiip Buttons are capable of being easily retrofitted into existing biobank cryovials and samples to aid in identification and temperature tracking.

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® 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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