Bluechiip Limited
1 Dalmore Drive
Caribbean Business Park
Scoresby VIC 3179 AUSTRALIA

T: +613 9763 9763
F: +613 9763 9764
www.bluechiip.com

ASX Announcement

For immediate release

4 November 2015

Bluechiip Granted European Patents

Bluechiip Limited (ASX:BCT, "Bluechiip" or the "Company"), leader in the development of sample tracking technology for harsh environments, announces the grant and the intention to grant of two patents by the European Patent Office.

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said, "This is a significant milestone in advancing Bluechiip's technology leadership in sample tracking for extreme environments. The approval continues to strengthen our ability to protect our valuable technology and IP in a key high-value market. Our growing patent portfolio now includes 13 approved patents and 7 patents pending around the globe in the areas of MEMS identification, RFID tagging, sample storage technologies and temperature monitoring of samples during heating."
Mr McLellan added, "This latest grant, which follows the recent release of our ground-breaking handheld reader, is especially exciting and further cements our technology leadership position for years to come."

Details of the patents
The "Ringup/Ringdown Interrogation of RFID Tags" (EPO No. 2335182) was granted by the European Patent Office and describes the method of radio frequency (RF) communication between an RFID reader and micro-electromechanical system (MEMS)-based tags. This is fundamental to the wireless communication and operation of the Bluehchiip wireless tracking system.

Additionally the EPO has indicated its intention to grant the patent application "RFID Memory Devices" (application number 09768611.7) which describes a dual identification device where two sets of data are stored in the same circuit but are accessed independently.

The grant of the patents comes on the heels of recent product launches and reports, details of which can be found at http://www.bluechiip.com/news-and-events/.

For more information:
Andrew McLellan
Managing Director / CEO
Ph: +61 3 9763 9763
andrew.mclellan@bluechiip.com

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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