



## ASX Announcement

For immediate release

12 February 2016

### **Bluechiip Passes Major Milestone in OEM Partnership**

Bluechiip Limited (ASX:BCT, "Bluechiip"), leader in the development of sample tracking technology for harsh environments, is pleased to announce that in accordance with the license and supply agreement announced on the 3rd December 2015 Bluechiip has now successfully completed the concept due diligence milestone and is progressing to the product development phase with its partner in the field of Assisted Reproductive Technologies (ART) and In Vitro Fertilisation (IVF) market.

Mr Andrew McLellan, Bluechiip's Managing Director & CEO, said, *"We are excited to be moving to the development phase with the achievement of this milestone, it is a very significant step for Bluechiip. Our ability to work with partners to incorporate our technologies is fundamental to our strategy and in the field of ART and IVF we are successfully working to incorporate our technologies into partner's products."*

Mr McLellan added, *"The partnership strengthens both parties' positions and most importantly ultimately leads to customer benefits in standardization, automation and traceability."*

This milestone and the associated milestone payment is a major step forward for Bluechiip and comes alongside two ongoing development agreements with confidential partners in the fields of Protein Crystallography and Cell Therapies."

**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](http://www.bluechiip.com)

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