



## ASX Announcement

For immediate release

Thursday 7 July 2016

### Bluechiip displays OEM IVF tracking product at major trade show in Helsinki

7 July 2016

Bluechiip Limited [ASX:BCT], a leader in the development of sample tracking technology for harsh environments, today announced the successful display of its tracking technology at the European Society of Human Reproductive Embryology (ESHRE) trade show in Helsinki, Finland. ESHRE's four-day trade show is the world's largest for assistive reproductive technologies (ART), attracting more than 10,000 attendees and hundreds of major vendors presenting new products and technologies for the in vitro fertilization market.

This is the first time one of our OEM partners has included Bluechiip's technology in a tradeshow exhibition: in this case a major Australian IVF device manufacturer included our tracking chip and associated hand-held tracking technology in their ART storage cassette.

Bluechiip CEO Andrew McLellan said the display represents a significant milestone in Bluechiip's OEM partner strategy. "The value to the company of our technology being shown in our OEM partners' products cannot be underestimated. We are now gaining traction as a real solution for industries that need tracking in harsh environments.

"This exhibition follows the development and supply agreement we executed with this partner in December 2015. We expect that the underlying products will launch in the market early in calendar year 2017."

#### New patent

Bluechiip also announces that it has filed a provisional patent, describing the use of Bluechiip tags in systems used to transport biological samples, titled "A system, method and device for transporting, handling and monitoring samples in a temperature-controlled storage environment". This provisional patent strengthens our position in the market and protects our unique technology that tracks identity and measures temperature at the sample level.

The new provisional patent adds an additional family of patents to our library. Bluechiip now has 24 granted and 6 pending patents across 9 patent families.

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**About Bluechiip Limited:**

Founded in 2003 and ASX listed in 2011 [ASX:BCT], Bluechiip has its head office in Melbourne, Australia and distribution channels around the globe.

Bluechiip's unique and patented technology combines secure wireless sample tracking with integrated temperature reading for use in extreme environments, working reliably in temperatures from -196°C to +200°C, and impervious to autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

Based on MEMS technology, the Bluechiip® tag contains no electronics. Unlike traditional tracking technology like labels, barcodes or RFID, Bluechiip does not require line-of-sight visibility for temperature readings and tracking, and so can be read through frost without damaging the sample.

The tag can either be embedded or manufactured into storage products such as vials or bags. Easy identification, along with any associated information from the tag can be detected by a reader, which can also sense the temperature of the tagged items. Unlike other tracking methods, the Bluechiip® technology can sense the temperature of each item a tag is attached to or embedded in.

This technology is particularly important for industries such as the \$2b biopreservation & cryopreservation market, which processes more than 300 million samples per year of tissue, blood, serum, plasma, etc., for industries such as pharmaceuticals, IVF, research and clinical trials. It also has applications in cold chain logistics, food, manufacturing, security and defence.

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