



ASX Announcement

For immediate release

Monday 1 August 2016

Bluechiip sells tracking Starter Kit to Chinese Centre for Disease, Control and Prevention

Bluechiip Limited [ASX:BCT], a leader in the development of sample tracking technology for harsh environments, today announced the sale of a Starter Kit to the Chinese Centre for Disease, Control and Prevention (CCDC), based in Beijing.

The CCDC is an agency of the Chinese Ministry of Health. It protects public health and safety by providing information to enhance health decisions, and promotes health through partnerships with provincial health departments and other organizations. The CCDC focuses national attention on developing and applying disease prevention and control, environmental health, occupational health and safety, health promotion, prevention and education activities designed to improve the health of Chinese people.

The sale of the Starter Kit continues Bluechiip's progression in China, with systems now including both English and Chinese interfaces.

The Starter Kit, which includes a Bluechiip reader and 3,000 associated consumables, allows CCDC to become familiar with Bluechiip's technology and to train staff in its use. Starter Kits are the first step toward a successful rollout of the full suite of product.

Bluechiip CEO Andrew McLellan said the sale to CCDC confirms the value of Bluechiip's technology to OEM partners and end customers that need to effectively control sample integrity through the chain of custody.

"The sale continues Bluechiip's recent momentum of kit sales to partners. Having Bluechiip systems in leading institutions such as CCDC provides a reference point for both OEM partners and end users who watch and follow closely the leaders in the space."

Earlier this month Bluechiip successfully displayed 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.

END

For more information contact:

Andrew McLellan
Managing Director / CEO
Ph: +61 457 823 470
andrew.mclellan@bluechiip.com

Media:

Richard Allen
Ph: +61 3 9915 6341
Oxygen Financial PR

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