

## Board change

Bluechiip Limited (ASX:BCT or the Company) today advises that Mr Blair Healy will be retiring as director at the close of the AGM being convened today.

Blair has advised that he will be spending an increasing amount of time in Europe due to his involvement in a new technology start-up venture.

Iain Kirkwood, Bluechiip's Chairman said "Blair has been a positive and active contributor on the board. At today's AGM we will be acknowledging his commitment to Bluechiip and wishing him well for the future and in his new endeavour".

**END**

**For more information contact:**

**Iain Kirkwood**  
Chairman  
Ph: +61 408 473 496

**Media:**

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

**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)