



SMARTPHONE | RFID | READERS

IDBLUE Unveils World's First RFID Starter Kit for Smartphones & Tablets

IDBLUE partners with iFormBuilder to offer low-cost introduction to mobile RFID

St. John's, NL (Aug. 10, 2011) – IDBLUE, the leading provider of ultra-mobile RFID (radio frequency identification) readers for smartphones and tablets, today introduced the world's first [RFID](#) starter kit for mobile RFID solutions in the cloud.

The [IDBLUE starter kit](#) provides a cost-effective, 'no-coding required' introduction to high frequency (HF) RFID, providing businesses with a low-risk opportunity to experience the value of RFID and assess its benefits.

The kit provides an "out-of-the-box" solution that includes an IDBLUE mobile RFID reader, sample RFID tags and two six-month licenses for Zerion's [iFormBuilder](#) platform. The kit, which includes sample forms to organize and manage data collected by the IDBLUE reader, guides users through the initial setup of a complete mobile RFID solution and the development of custom apps specific to their business.

The kit is available for a limited time for US\$999 – far less than typical RFID start-up costs. Upon successful evaluation, users can upgrade to IDBLUE's scalable RFID PRO package and deploy the solution instantly across their organization.

"The starter kit makes it easy for businesses to assess RFID technology and then seamlessly scale their solution across the enterprise," says Steve Taylor, CEO, IDBLUE. "We're excited to combine the rapid form building capabilities of Zerion's iFormBuilder platform with our mobile Bluetooth readers to provide a truly powerful RFID accelerator to our clients. This starter kit is the entry-point for companies that are developing solutions which leverage the cloud, RFID and smartphone technologies."

iFormBuilder provides easy form development along with a secure, scalable, flexible and cost-effective mobile data collection platform for mobile workers. Users can create, edit and assign tasks or work orders on any web browser. With real-time notification, mobile workers can receive assignments wherever they are located while RFID ensures the work is performed on the correct assets.

"Marrying the smartphone and tablet RFID capabilities of IDBLUE with the iFormBuilder mobile platform was an obvious choice for us," says Sze Wong, CEO, Zerion Software. "iFormBuilder is the market leader in iOS data collection and IDBLUE is the leader in RFID solutions for smartphones and tablets. The partnership allows us to extend our lead in this space by enabling users to integrate RFID into their mobile data collection solutions."

About IDBLUE

IDBLUE is a leading provider of ultra-mobile HF and UHF RFID Bluetooth readers for [smartphones and tablets](#). IDBLUE products add value to any organization's mobile infrastructure with low cost, high performance, and scalable RFID readers. With adoption in healthcare, retail, utilities,

aerospace, oil and gas, and many other industries, the benefit to customers is simple – increased return on mobility. For more information, please visit www.idblue.com

About Zerion Software

Zerion Software creates mobile applications for The Smart Enterprise™ market on emerging platforms. Founded in 2003, Zerion Software's SAAS based mobile business applications help businesses reduce costs, increase productivity, and improve customer satisfaction. Zerion Software's flagship product, iFormBuilder, is an award-winning, patent-pending mobile platform that is being used across the globe in many different industries. For more information, please visit www.iformbuilder.com.

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