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ASX Announcement

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Bluechiip technology to be used at the Australian Synchrotron

Bluechiip Limited [ASX: BCT] – which has developed a unique asset-tracking solution initially for the healthcare and life science industry – today announced that the Australian Synchrotron will use bluechiip® technology for protein crystallography tracking and automation.

The project will be enabled via a \$50,000 grant under the Victorian State Government's STIUP Voucher Program.

Australian Synchrotron staff will integrate bluechiip® tags onto mounting pins used in the fields of protein and chemical crystallography. The aim of the research is to demonstrate the wireless tracking of a mounting pin's identification and temperature history. It is expected that utilisation of this technology will allow both rapid mounting and automated tracking of samples which in turn will increase the efficiency of crystal screening and data collection.

Bluechiip technology overcomes the limitations that current tracking technologies – mainly 2D barcodes – have with frosting, becoming dislodged or becoming damaged. Existing tracking technologies cannot meet all the demands of the harsh environment experienced at a Synchrotron beam-line due to the varied nature of sample storage (+30°C to -196°C), frosting, radiation (ionizing and non-ionizing) and mechanical wear and tear.

The Australian Synchrotron, one of the world's leading science and research facilities, provides researchers with access to cutting edge x-ray and infra-red techniques with a wide range of applications in fundamental science and industrial research. Synchrotron technology is considered an essential component in the development of many knowledge-intensive industries, including biotechnology and nanotechnology, as well as more traditional industries such as pharmaceuticals, mining and telecommunications.

Brett Schwarz, Managing Director of Bluechiip Limited, said that opportunities exist to create a world-first tracking solution specific for macromolecular crystallography. "Importantly, this shows that our technology is truly a platform technology, with multiple market applications," he said.

Alan Riboldi-Tunncliffe from the MX beamlines at the Australian Synchrotron, said: "Introduction of the Bluechiip tracking technology would lead to vastly improved research processes allowing a much higher degree of automation and therefore better outcomes for our researchers. "

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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.

In March 2009, *Time* magazine highlighted biobanking as one of '10 Ideas Changing the World Right Now'. The growth of biobanks worldwide has been exponential; recent studies estimate that hundreds of millions of tissue samples are stored in US biobanks and greater than one billion are stored worldwide. In a recent report by Visiongain – *Biobanking for Medical R&D: Technology and Market 2010-2025* – the market for biobanking (sales of biobank resources or services) in 2009 was estimated to be worth \$8 billion and is expected to reach \$45 billion by 2025.

Further information is available at www.bluechiip.com

About Australian Synchrotron:

The Australian Synchrotron is a world class scientific research facility that provides researchers with access to cutting edge x- ray and infra-red techniques with a wide range of applications across fundamental science and industrial research. It is the only facility of its kind in Australia.

The synchrotron provides detailed data on the physical and atomic structure of samples, and elemental composition in a fraction of the time taken using conventional laboratory-based techniques.

Synchrotron technology and its uses are now considered an essential component in the development of many knowledge-intensive industries, including biotechnology and nanotechnology, as well as more traditional industries such as pharmaceuticals, mining and telecommunications.

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