

# baracoda™

| Enabling genuine mobile solutions



Baracoda is the Market Leader  
Supplying Bluetooth® Solutions  
for Mobile Applications in the  
Auto-ID Industry.



# Agenda



2002.  
BaracodaPencil – World's first Bluetooth  
Barcode Reader

2004.  
The largest and most improved range of  
Bluetooth Barcode & RFID Readers and  
Connectivity Solution for Auto-ID.

- Corporate overview
- Market opportunity
- Product range
- Partner strategy
- Success stories



# Corporate overview

French company founded in October 2000 by :

- Thomas Serval CEO, General Manager of the French Association of Bluetooth Manufacturers
- Olivier Giroud CTO, holder of various patents on Bluetooth protocol

Worldwide sales with offices in  
Paris France & New York USA

30 people:

- 17 engineers
- 11 marketing and sales

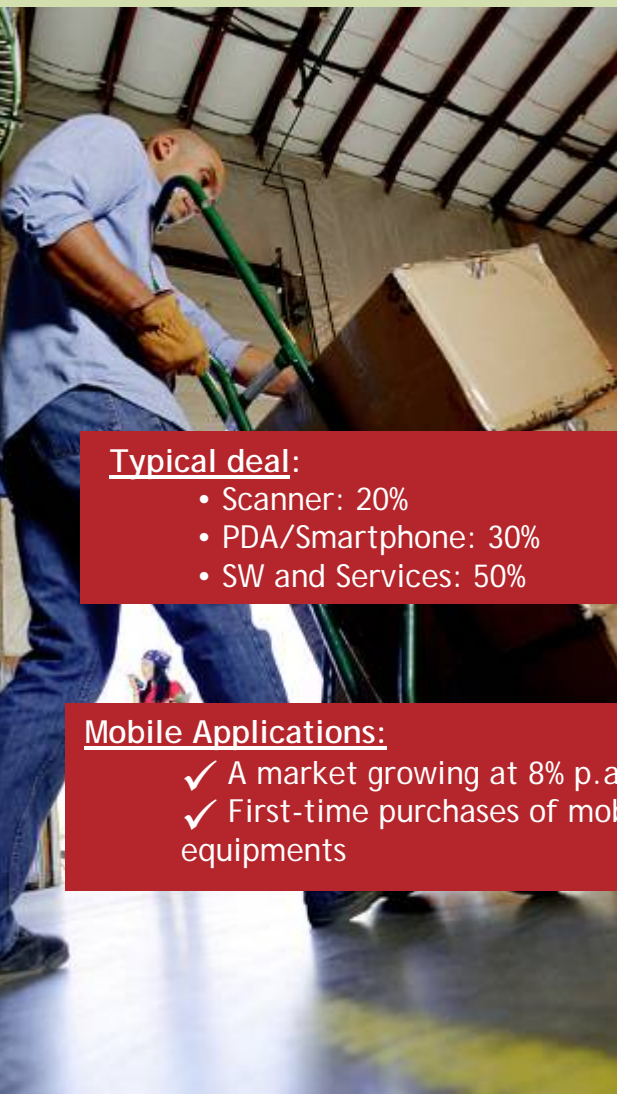
Trade Memberships:

- Associated Member of the Bluetooth SIG
- Member of the AIM





# Market opportunity for Mobile Applications



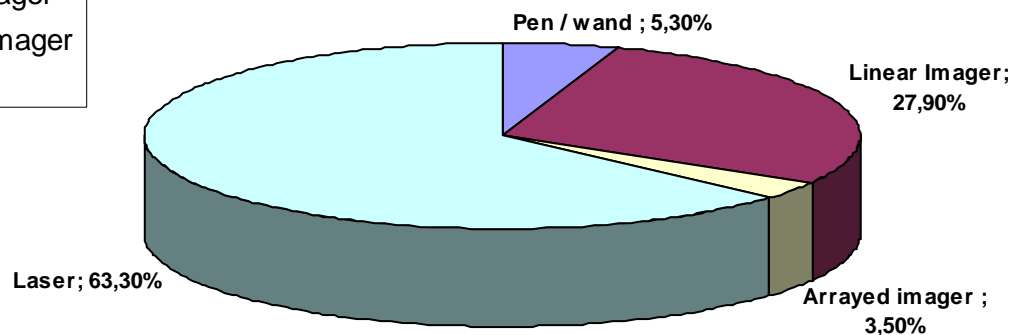
- Worldwide Market for handheld scanners: \$ 663.4 M
- Worldwide Market for mobility applications: \$ 2.8 B

**Typical deal:**

- Scanner: 20%
- PDA/Smartphone: 30%
- SW and Services: 50%

- Pen / wand
- Linear Imager
- Arrayed imager
- Laser

**Hand Held Bar Code scanners segmented by product Type (% of Dollars)**



**Mobile Applications:**

- ✓ A market growing at 8% p.a.
- ✓ First-time purchases of mobile equipments

Source: VDC (2004 Barcode Market Overview)



# Product Positioning

## The value of combining Auto-id and Bluetooth

Mobile B2B applications require barcode data entry and processing:

- Pervasive use of barcodes
- Systematic requirement in B2B



Baracoda enables simple and reliable communication with all Bluetooth products:

- PC / PocketPC/ Palm / Mobile phones / POS / ...





# Market opportunity



## Typical Verticals:

- Transport
- Logistics
- Industrial
- Healthcare
- Retail

## Typical Applications:

- Sales Force Automation
- Inventory Management
- Asset Tracking
- Field Services
- POS



# Product Range



## Scanners

- Light and compact: Pencil, BL1000
- 2604 Family: Common size scanners / Special scanners

## Plug & Scan solutions

- USB Plug & Scan - RS232 adapter



## Connectivity devices

- USB Dongle – CF Card – PCMCIA

## Middleware and SDKs

- PC – PDA – TabletPC - SmartPhones



# BaracodaPencil



- **Read & decode** common symbologies (UPC-EAN, code39, code128)
- **Write** on tactile screens (PDA, TabletPC, etc.)
- **Communicate** with PC, PDA, Mobile phones, LAN, etc.

- ◆ Contact Scanning
- ◆ Real Time & Batch modes
- ◆ Bluetooth range : up to 15 m
- ◆ Frequency : 2.4 ~ 2.48 GHz GFSK
- ◆ Batch capacity > 5000 bar codes
- ◆ Battery : NimH rechargeable
- ◆ Battery life > 2000 scans (approx. 8h)
- ◆ Size : 112 x 25 x 16 mm
- ◆ Weight : 42g

## Accessories

110 ~ 240 V.  
Charger



Car  
Charger



Leather  
Case



Class 2



# BL 1000



- **Read & decode** common symbologies (UPC-EAN- JAN, code39, code128)
- **3 connectivity** available (RS232, USB, Bluetooth)
- **Great Price** and many accessories

- ◆ Scanning distance : 5 to 15 cm
- ◆ Real Time & Batch modes
- ◆ Time stamp (PC and PDA)
  
- ◆ Batch capacity  $\approx$  500 bar codes
- ◆ Power : 3 x AAA Alkaline batteries
- ◆ Audible indicator : 3 sounds (can be disabled)

## Accessories

Protective Boot



Holster



Class 2



# The 2604 Family: 1 design – 4 reading technologies!

## 4 reading technologies to cover all your needs!

Scanner technology has evolved a lot since a few year. Laser & CCD scan engines were the most common technologies. We now find new imaging scan engines, based on CMOS technology – linear and 2D imagers...

### COMMON SPECIFICATIONS:

- Battery : 2xAA NimH 1800 mAh rechargeable
- Battery life > 3000 scans
- Dimension : 143 x 78,8 x 154,5 mm
- Weight : 180g
- Accessories: Holder & 110 – 240 V. Charger



## Available accessories



**Protective boot**



**New**

**Protective boot:**  
An affordable all-in-one solution



**New**

**Retractable reel:**  
with back belt attachment.





# BC2604 – CCD barcode scanner



**Entry level for non intensive scan!**

- **Scanning distance:** 2.5 to 18 cm (1 to 7in)

- **Batch capacity:** 1000 barcodes

- **Decoding capabilities:**

UPC-A/E, EAN-8/JAN-8, EAN-13/JAN-13, EAN128,  
Code 32, Full ASCII code 39, code 39, code 93,  
Interleaved 2 of 5, Industry 2 of 5, Codabar, Code 128,  
Chinese Postcode, IATA and MSI/ Plessey Code.

Thanks to the CCD technology, the BC2604 consume little power and is extremely durable!





# BL 2604 / BLR 2604: Laser barcode scanners



**For an aggressive scanning!**

**Scanning distance:** BL2604 up to 53 cm (17in)  
BLR2604 up to 6m (50ft)

**Batch capacity:** 1000 barcodes

**Decoding capabilities:**

UPC-A/E, EAN-8/JAN-8, EAN-13/JAN-13, EAN128, Code 32, Full ASCII code 39, code 39, code 93, Interleaved 2 of 5, Industry 2 of 5, Codabar, Code 128, Chinese Postcode, IATA and MSI/ Plessey Code.

Thanks to the laser technology, the BL2604 perfectly fits to applications requiring an aggressive scanning. It is designed to read barcode from a great distance!



# BCM 2604 Linear Imager

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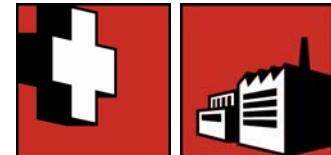
**Can read through glasses & on any screen!**

**Scanning distance: 4 to 50 cm (1.5 to 19 in)**

**Decoding capabilities:**

UPC-A/E with extended coupon code, EAN-8/JAN-8, EAN-13/JAN-13, EAN128, Code 32, Full ASCII code 39, code 39, code 93, Interleaved 2 of 5, Matrix 2 of 5, Standard 2 of 5, Codabar, Code 128, Telepen, code 11, Linear RSS, PDF 417.

Thanks to the CMOS technology, the BCM2604L fits to applications that require aggressive scanning or that require to scan through glasses or on screens!





# BCM 2604 Full Imager 2 D barcode scanner



**Can read 2 D barcode!**

**Scanning distance: 5 to 33 cm (2 to 7 in)**

**Decoding capabilities:**

**Linear barcodes:** Codabar, Code 39, Interleaved 2 of 5, Code 93, Code 2 of 5, IATA code 2 of 5, Matrix 2 of 5, Code 11, code 128, Telepen, UPC A, UPC-A/EAN-13 with extended coupon code, EAN/JAN 13, EAN/JAN-8, MSI, Plessey code, RSS-14, RSS Limited, RSS expanded, Posicode A & B

**Stacked barcodes:** Code 49, code 16K, PDF 417, Micro PDF417, EAN/UCC composite barcodes, RSS stacked and composite, Trioptic, TLC39, Codablock F

**Postal barcodes:** Postnet, Planet code, British Post, Canadian Post, Kix (Netherlands)Post, Australian Post, Japanese Post, China Post, Korea Post

**2D barcodes:** QR code, Data Matrix, Maxicode, Aztec code

The BCM2604F is very aggressive on very small 2D barcodes (thanks to the high density scanning technology)





# Plug & Scan solutions

## RS232 Serial adapter



- Use to achieve transparent serial cable replacement
- Can communicate with every Bluetooth device (SPP Profile)
- Works with every device equipped with a RS232 port (Bluetooth-enabled or not)

## USB Plug&Scan Adapter



- Work with Baracoda Scanners only! (except BL1000)
- For instant connection with Baracoda Scanners
- Barcodes are directly sent in keyboard emulation



**Bluetooth™**

Class 1



# Bluetooth Connectivity



USB



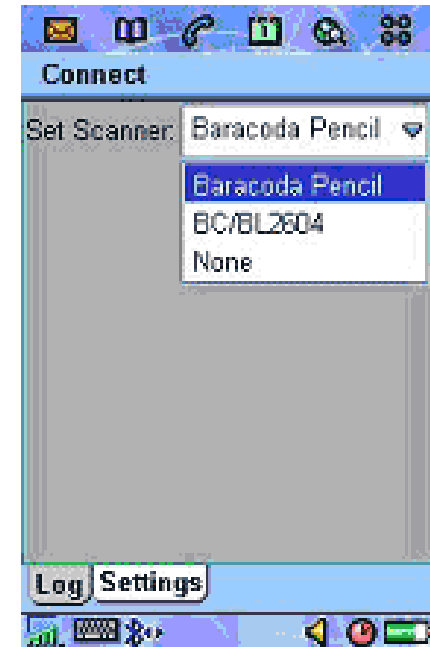
CompactFlash  
& PCMCIA





# Baracoda - Software 1/2

- **Kemul Symbian interface**
  - KEmul is a keyboard emulator. Thanks to KEmul, you can input the scanned barcode into the selected field in the application of your choice (MS Excel, MS Word or any text field active on screen).
  - Kemul runs automatically when a barcode reader is connected in Real-time mode.
- **Available versions for:**
  - Windows PC
  - Pocket PC
  - Symbian (approved mobile phones: Nokia 7650, 3650 & 6600. Sony Ericsson: P800 et P900)



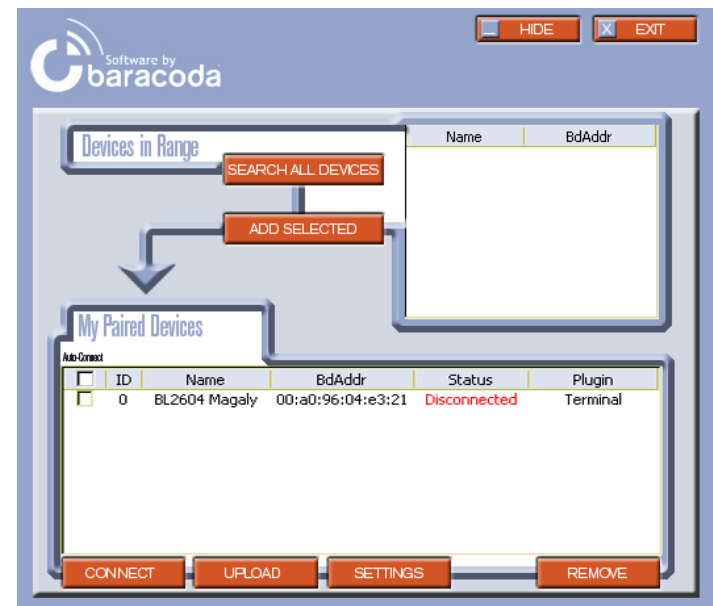
# Baracoda - Software 2/2

- **Baracoda Manager**

- Multi-platform software (PC, PPC, TabletPC, Symbian, Palm)
- Free download on our web site [www.baracoda.com/download](http://www.baracoda.com/download)
- New upgrades twice a year

- **SDK's**

- Integrating the BaracodaManager to end user solution (full or plugin)
- Available to you for project needs
- Added value on integration
- Long term relationship





# Product differentiators



- Automatic Connection and Reconnection
- Guaranteed acknowledgment: No barcode is ever lost
- Seamless Integration with all types of mobile environments
- Plug&Play solution: to simplify the use and the installation of Baracoda products

**3 Years of Expertise in Bluetooth Auto-Id developments**



# Technology Partners

Technology partners



Business partners



i n v e n t

Customers



ThyssenKrupp





# Solution Providers



## Technical support :

- Specific projects (volume)
- Specific requests (logo)
- APIs and SDKs available

## Communication support:

- Solutions referenced on Baracoda.com
- Case studies published
- Regular Press Releases



« Benefit of both an advanced technical solution and a free lead generation program »



# Go to Market



## 100% Channel go-to-market:

- Products available via Auto-id Distributors
- Project mode of operation for significant deals
- Resellers references in Baracoda web site :  
« where to buy »

## Support of SW editors:

- Free APIs available on partners section
- Catalogue of solutions in Baracoda web site
- Your case studies pushed in our newsletter

A « Win Win » proposition

# Example of case studies

En association avec **baracoda** présente « **KNK Scan** » SOLUTION D'INVENTAIRE

1° Un barcode rigoureux pour la conception de solutions innovantes

2° La lecture mobile des codes-barres de formats innovants

3° Un logiciel de gestion des stocks innovant

**KNK**

**baracoda** **open PHARMA** Solution pour les forces de vente de l'industrie pharmaceutique.

romachemlogi

Configuration matérielle de la solution mobile

Pour le délégué pharmaceutique

Pour le directeur régional

CONTACT - CSD - Tél. +33 (0) 43 11 27 37

**baracoda** Solution pour les forces de vente de l'industrie pharmaceutique.

fonctionnalités embarquées sur PDA

fonctionnalités de Back-office

CONTACT - CSD - Tél. +33 (0) 43 11 27 37

**baracoda** **Weelog** **WeeWare 110** L'extension terrain de toutes les gestions de biens

soit comme une solution complète, soit comme un complément à une solution globale.

**BaracodaPencil** **Bluetooth**

**Palm Tungsten T**

Grâce à l'architecture de code-barres, assemblez librement votre base de données et votre base de clients. Le code-barres est le seul moyen de garantir un produit, si le code scanné n'est pas, le résultat est automatique et précis.

CONTACT - CSD - Tél. +33 (0) 43 11 27 37



# Success stories – REVLON (USA)

Solution provider: e-Nabler Corporation  
Client: Revlon (Cosmetics industry)

## Solution description

By simply scanning the product, the Baracoda scanner captures the barcode data and transmits it back to the Ipaq 5150 (displaying stock availability, price, etc.). Then e-Nabler transmits this data, using cellular technology, back to the Revlon server. **With the wireless technology**, the sales staff are empowered to take orders and transmit them wirelessly from the store to the AS400 order processing system at Revlon.

## Key benefits

Freeing Thanks to Baracoda's wireless bar code scanning, e-Nabler was successful in dramatically improving Revlon's sales automation process, which in turn improved their bottom line.

**Wireless scanning capabilities:**

**The best way to improve Revlon's bottom line!**





# Success stories – Mahoney (USA)

Client: Mahoney (law firm from Buffalo)

## Solution description

With just a BaracodaPencil and a Bluetooth-embedded laptop, Mahoney discovered he could save time and be more focused on his cases without being hindered by paperwork. The Baracoda solution allowed him to retrieve and display documents at his office, as well as quickly transferring bar-coded numbers into a word processing document. And not only that: with the mobility provided by Bluetooth connections, he could also call up exhibits for display across the courtroom from his computer.

## Key benefits

Eliminate Mahoney paper problem so he can focus on other issues  
Retrieve the legal information and documents he needed faster and more efficiently.



**Baracoda's mobility solutions enabled a Buffalo law firm to gain time both in the office and during trials!**





# Success stories – Natureva (France)

**Solution Provider: Penbase**

**Client: Natureva** (gardening equipment wholesaler)

## Solution description

The Penbase® SFA solution offers Natureva's salesmen permanent up-to-date access to the 7,000 product references, customer information and order history. Order references are entered by scanning the barcodes of products that are missing on the shelves. Standard and exceptional customer rebates are selected in context menus. Once the order has been completed with the customer's on-screen signature, it is synchronized wirelessly with Natureva's information system via Penbase® Syncserver.

## Key benefits

- increase customer satisfaction
- optimize the work done by salespeople
- bring more value to the work done by the sales assistants who are attributed more motivating tasks such as publishing international sales catalogues.

**Natureva optimizes sales management and order taking.**





# Success stories – Howeg (Germany)

**Solution Provider: Sensational AG**  
**Client: Howeg (wholesale distribution)**

## Solution description

From its modern logistics centre in Dietikon, Howeg supplies the catering and hotel trade, hospitals, homes and canteens throughout Switzerland . Thanks to the EasyScan online ordering service, customers of Howeg can now purchase goods they need in an even more efficient way. The goods will then be delivered within 24 hours. Client-side: PopScan Enterprise requires a PC running Windows 98, ME, 2000 or XP and a reliable barcode scanner (BL1000). Server: PopScan Enterprise Servers runs on a dedicated Linux Environment . Runs on any Windows system and can be integrated into any back end.

## Key benefits

- **Saves costs:** The entry and evaluation of the purchase order in the call center requires up to 50% less amount of labour.
- Capable of **handling even thousands of customers** and very big stock lists (exceeding 100,000 articles) with great ease.
- Thanks to the modular structure of PopScan Enterprise, the **integration into any existing ERP system** and extensions of the scope of features can be achieved **easily and quickly**

**HOWEG**  
 bringt Genuss in die Gastronomie  
 apporte les saveurs à la gastronomie

1 - Scan

2 - Edit

3 - Order

S

**An even more efficient way to deliver !**

# baracoda<sup>TM</sup>

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Thank you for your attention

for more information:  
[www.opal-holding.com](http://www.opal-holding.com)