

# First Handheld Bluetooth RFID Reader

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Cathexis Innovations Inc., a leader in [RFID](#)-enabling technologies, and Baracoda SA, which is at the forefront of [Bluetooth](#) wireless technology, announced today that they have developed and launched the beta version of the first handheld Bluetooth 13.56MHz RFID Reader, dubbed IDBlue™. The two companies have chosen a pen-type design for IDBlue™ that is revolutionary, given the device's size, ease of use and versatility.

The design and shape of the IDBlue™ device — similar to a marker-pen — differentiate it from typical RFID handhelds readers (with 'RFID' standing for 'Radio Frequency Identification'), making it truly innovative thanks to its size (small and lightweight) as well as its ease and flexibility of use. Indeed, IDBlue™ is compatible with a range of machines, from PDAs to PCs.

IDBlue™ is ideal for applications requiring pinpoint accuracy reading — a feature that is currently not possible with most RFID devices on the market today. In addition, the Bluetooth Reader developed by Baracoda

and Cathexis is one of the first to harness the power of RFID.

While IDBlue™ is a horizontal technology, it is suitable for most industries. It is proving particularly attractive in the health care, defence and retail sectors for applications as diverse as inventory management, supply-chain and maintenance management, as well as document tracking.

Cathexis has teamed up with Baracoda to develop this next-generation Bluetooth RFID-model. As Steve Taylor, CEO of Cathexis, explains, “When I saw how Baracoda implemented Bluetooth into their other wireless mobility solutions, I knew we’d be a great team. By bringing both our strengths together, we created something revolutionary that all businesses could benefit from.”

The two companies are the first to create a Bluetooth reader that affords wireless freedom by eliminating the need for a wired connection between the RFID reader and the central database. Thomas Serval, president & CEO of Baracoda, explains, “We’re very excited about the capabilities of the Bluetooth RFID Reader. Its implications are huge for businesses. We believe our partnership with Cathexis will result not only in a lot more innovative products, but real solutions that will enable our users to increase efficiency and their bottom line. Because, in today’s business world, technology is the key to streamlining processes, improving reach and increasing value. And we can provide the solutions to achieve that”.

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