



Bluebird is the manufacturer of Pidion® Products.

# A Whole New Era of Convergence Technology

World First & Biggest Screen of Smart Terminal

Android 4.2 & Windows Embedded 8 Handheld with One Form Factor

## Smart Terminal

# BM180



*Eyelluminate™ Display*



*IP67 Sealing, 4ft/1.2m Drop*



*3G, 802.11a/b/g/n*



*Datacapture*



*Magstripe*



*Contactless*

Android 4.2



Windows Embedded 8 Handheld

# BM180



2014  
NEW

## The Proactive Evolution

Since 2004, Bluebird has planned, developed, and released the BM Series. Each evolution has been marked with bold and brilliant innovation.



2004 BM100 > 2005 BM150 > 2010 BM170 > 2014 BM180 / Android > 2014 BM180 / Windows



## What has been added?

- + 2D Scanner
- + RFID
- + Card Payment
- + Ruggedness
- + SAM Slot



## Convergence Technology

AIDC + Payment  
Voice + Data





Android



Windows Embedded 8 Handheld



## FMCG

- Pre-sales
- Direct store delivery
- Route accounting
- Asset management



## Retail

- Productivity improvement (Voice + Data communication)
- Replenishment
- Customer counseling
- Mobile POS
- Hospitality



## Healthcare

- Home nursing
- Point of care
- Clinical-test



## Professional Service

- Work order
- E-Citation
- Asset management
- Location based service

## SPECIFICATIONS

PERFORMANCE CHARACTERISTICS	
CPU	Dual Core Processor 1.5GHz
OS	Android 4.2, Windows Embedded 8 Handheld(Planning)
MEMORY	1GB RAM/8GB ROM (Optional 2GB RAM/16G BROM)
INTERFACE	Docking connector; Micro USB
COMMUNICATION OPTIONS	
WWAN RADIO	Optional, HSPA+/HSPA/UMTS, EDGE/GSM
WLAN RADIO	Optional, 802.11 a/b/g/n
WPAN RADIO	Optional, Bluetooth Class II V4.0
DATA CAPTURE	
RFID	ISO14443A&B, ISO 15693
CAMERA	Main(Rear): 8 Mega Pixel Auto Focus Camera with LED Flash; Sub(Front): 1.3 Mega Pixel Front Camera
BARCODE SCANNER	Optional, 2D Imager(1D/2D Barcode)
PAYMENT OPTIONS	
MSR	Optional, Integrated Magnetic Stripe Reader (MSR)
CONTACTLESS	MiFare, Felica, Calypso
PHYSICAL CHARACTERISTICS	
DIMENSIONS (W X H X D)	77.95 x 152.1 x 16.7mm
WEIGHT	261g
DISPLAY	5-inch HD Eyelluminate™ Display; 1280 x 720 pixel
STANDARD BATTERY	Rechargeable, 3.7V, 3,000mAh, Li-ion
EXTENDED BATTERY	Optional, Rechargeable, 3.7V, 4,500mAh, Li-ion
BACKUP BATTERY	Internal Backup Battery for Hot-Swap Function, Li-polymer 60mAh
EXPANSION SLOT	Customer-accessible MicroSD slot for removable memory cards up to 32G
SIM/SAM SLOT	1 SIM / 1SAM (for Contactless Applications)
AUDIO	VoWWAN; VoWLAN; PTT ready; Dual Microphone With Noise Cancellation
GPS	Integrated AGPS
USER ENVIRONMENT CHARACTERISTICS	
DURABILITY	TankSmith™ Technology; 1.2m / 4ft drop per MIL-STD 810G; IP67 Sealing
OPERATING TEMP	-20°C to 60°C / -4°F to 140°F
STORAGE TEMP	-25°C to 70°C / -13°F to 158°F
HUMIDITY	95% non-condensing

\* Please ask your sales representative for the future-upgradable specs.

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**Bluebird Inc.** (Corporate Headquarters)

SEI Tower 13~14F, 467-14, Dogok-dong, Gangnam-gu, Seoul, Korea (ROK)

Phone. +82.70.7730.8000 Fax. +82.2.6499.2242

Website [mypidion.com](http://mypidion.com)

