



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



BM170

BM180



Eyelluminate™
Display

What has been added?

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



Convergence Technology

AIDC + Payment
Voice + Data



MT360

BM180

BP50



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.

BR-F-BM180-EN-AA014

Copyright © 1995-2014 Bluebird Inc. All rights reserved. Bluebird Inc. is the designer and manufacturer of Pidion handheld mobiles.

Pidion and stylized Pidion Logo are registered trademarks and symbols of Bluebird Inc. Features and specifications are subject to change without prior notice.

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

