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| **DATAMARS Launches Its New "Bluestick" Portable Reader for Livestock ID**

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| *Lugano, Switzerland, November 2011* - Datamars, leader of high performance RFID-based solutions for animal and textile identification, revealed today its latest development in the field of livestock identification devices: the Bluestick reader, a portable RFID reading device with integrated wand antenna for fast identification of cattle as well as sheep & goat. "With the launch of the Bluestick we further enhance our livestock reader portfolio by offering an innovative, portable reading device with excellent reading performances in HDX and FDX-B but at the same time at a very competitive price. The new reader can be perfectly used for working in outdoor field conditions and allows scanning of different types of EID devices, such as bolus, ear tags or injectables", says Franz Schoepf, Marketing Director at Datamars.As fully vertically integrated supplier of RFID systems, Datamars develops, manufactures and markets all of its products, ranging from electronic & visual ear tags, transponders, readers and antennas. With the Bluestick reader, Datamars confirms its drive for continuous product innovation for its selected core markets."Thanks to its long-lasting Lithium batteries, the Bluestick allows long working sessions and it can store more than 1.000.000 electronic ID codes. It can be connected to a PC through a USB cable for battery recharging and data downloading. Moreover, the Bluestick reader offers communication interfaces via Bluetooth and serial port to existing livestock management systems" adds Kilian Romero Pijoan, Sales Director at DATAMARS and General Manager of DATAMARS Trazabilidad SLu. in Barcelona. |

**About Datamars**Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the textile and animal identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs around 350 employees globally with offices in Europe, Asia, and the Americas.

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| **For further information, please contact:** |  |
| Corporate CommunicationsDatamars Via ai PratiCH-6930 Bedano-Lugano - SwitzerlandTel: +41 91 935 73 94 - Fax: +41 91 945 03 30media@datamars.com[www.datamars.com](http://datamars.com/) |  |

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