

baracoda™



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PRESS KIT

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European HQ

Baracoda SA

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American HQ

Baracoda, Inc.

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Date Founded

Baracoda was founded in 2001 by Thomas Serval (CEO) and Olivier Giroud (CTO).

Business

Baracoda SA provides its customers with a complete range of wireless solutions (products and software) for professionals and consumers through two brands: Baracoda and Com One.

Brands

- **Baracoda:** World leader in professional Bluetooth solutions for automatic data capture (barcodes, RFID) for all mobile and logistics environments (key sectors include transport and logistics, manufacturing, healthcare, defence and security, retail and distribution).

- **Baracoda Media:** A pioneering French company specialising in consumer products for wireless and mobile communications (application convergence between telephony, computing, multimedia, hi-fi and video).

Key Figures

Turnover: 2004: 1.6 M€ / 2005: 2.7 M€ / 2006: 3.1 M€ / 2007 forecast: 7.5 M€

Proportion exported: 75%

R&D budget: 2005: 24% of turnover / 2006: 21% of turnover → total of 3.5 M€ in 4 years

Staff

30 employees (25 in France, 5 in the USA) including 17 engineers and 11 sales and marketing staff

Funding

5 M€ in April 2004 (IXCore, SPEF Venture, SIPAREX) / 6.7 M€ in November 2006 (Crédit Agricole Private Equity and existing shareholders)

Patents and Certification

5 international patents; ISO 9001 certified since September 2006

A
market-
leading
company
created
by two
visionaries
in the field
of new
technology

Baracoda is a venture of two young ambitious visionaries

Thomas Serval, a graduate from the prestigious Ecole Normale Supérieure and holder of a Master's degree in Business Law, was on assignment in the Silicon Valley in 2000, when he got the idea of connecting a barcode reader wirelessly to a computer.

Together with **Olivier Giroud**, a graduate of the Ecole Polytechnique, he co-founded Baracoda in May 2001. The company was housed by Télécom Paris's incubator, where it developed rapidly.

Baracoda took out five patents covering wireless technologies (PAN - Bluetooth) and quickly established itself among the leading companies driving innovation in the professional application of Bluetooth.



Key Dates

March 2001: Baracoda registers a patent at INPI to its technology.

December 2001: Receives the Fondation Louis Leprince-Ringuet prize; first implementations of Baracoda solutions. First prototype of Bluetooth CCD reader completed.

March 2002: First barcode reader launched at CEBIT in Hannover.

Mai 2002: Baracoda becomes an associate of the Bluetooth SIG, the body which promotes the development of Bluetooth technology and which works on improving Bluetooth technology for professional applications.

July 2002: Award-winner in the Tremplin Entreprises (Enterprise Springboard) programme 2002, organised by the French Senate and ESSEC, the leading French business school, in the startup ventures category.

September 2002: American subsidiary opened.

November 2002: first product marketed: the Bluetooth-certified "BaracodaPencil".

March 2003: European launch of Baracoda's range of Bluetooth-certified barcode readers at CEBIT in Hannover.

July 2003: First million-dollar contract signed with a NASDAQ-quoted company.

September 2004: World's first Bluetooth RFID reader, "ID-Blue", launched.

January 2004: Wins IBM contract for custom development of an ultra-compact, very high battery life Bluetooth barcode reader.

May 2005: Baracoda acquires Com One, a French manufacturer of consumer oriented mobile communications solutions.

August 2005: Roadrunners launched and quickly becomes the most sold barcode reader. Roadrunners selected as exclusive barcode reader for Sprint Nextel, the leading mobile telephony operator for professional users in the USA.

April 2006: Award-winners in Télécom Paris' Technology Awards; Thomas Serval and Olivier Giroud receive the enterprise creator's award.

September 2006: Baracoda chosen as Orange's partner to produce the *liveradio*.

November 2006: Baracoda's second round of funding raises 6.7 million Euros. These funds will allow Baracoda to speed up its development in new markets, particularly following the acquisition of the Com One brand. The company is now positioning itself more and more as a partner of telephony operators and Internet access providers to supply them with high added-value wireless communication accessories.

January 2007: The Phoenix IP radio is presented at CES under the Com One brand.

January 2007: Liveradio is launched commercially by Orange (France Télécom Group).

June 2007: Launch of Agropack, a bundle consisting of products from Teklynx, Zebra and Baracoda, aimed at the food processing sector, to meet that sector's traceability standards.

Summer 2007: Baracoda doubles the number of its Bluetooth product families.

Key Dates

October 2008: Launch of TagRunners exclusively during IP Convergence Show in Paris. This RFID encoder/decoder completes the RFID product range and is based on the successful assets of the Baracoda family "best-seller", the RoadRunners.

March 2009: Launch of DualRunners exclusively during SITL Show in Paris. This both barcode and RFID Bluetooth reader available in 1D, 2D, and Laser version, combines all the RoadRunners advantages of barcode reading and TagRunners assets for the reading/writing RFID Tags.

Wireless Technology

Bluetooth technology is a standard for radio communication which can be used to make wireless connections between all kinds of equipment: PCs, PDAs, mobile phones, data collection terminals or industrial robots, at distances of up to 100 metres. Bluetooth is structurally complex and is particularly suited to applications requiring high security and low power consumption. Baracoda's unrivalled skillset and experience in Bluetooth is at the core of its expertise.

Intelligent Connected Wireless Devices and Solutions

Baracoda's Bluetooth skills and experience are widely recognised: The company's technical expertise straddles the hardware integration of wireless communication modules and the development of embedded software.

Using its expertise in all the various complex wireless technologies (**Bluetooth, WiFi, UWB, Zigbee**), Baracoda collaborates with leading players in the industry to develop connected devices for the future.

Baracoda SA enables connected devices to become "intelligent" by creating extra software functions. These devices are no longer limited to simply acquiring and transferring data, but now can also process it autonomously.

This platform enables Baracoda to market its technology under licence, separately or together with a hardware components and integration offering.

It is also rounded out by a design business on the "Design House" model, for major industry corporations such as IBM or France Télécom.



"Technology & Licensing" Platform

Developing Connected Devices of the Future

Like other French world leaders in the wireless sector, Baracoda continues to invest massively in R&D (21% of turnover in 2006) and to bank on innovation as the key to its growth and guarantee of its continued creativity.

Using its expertise in wireless technologies (including Bluetooth, Wi-Fi, UWB, Zigbee), Baracoda is currently working with major global operators on developing connected devices for the future. Collaboration on joint projects include product lifecycle management, functional specification and definition of market requirements, hardware and software development and managing the manufacturing process.

With the help of public and private research partners (OSEO, CRITT, public research labs, France Télécom, IBM), Baracoda is betting on multimedia, convergent and intelligent wireless products (Home Networking). The challenge lies in developing and perfecting data and communications technology solutions which can bring both interoperability and interactivity to technology products on the one hand and receive innovative content and services, on the other.

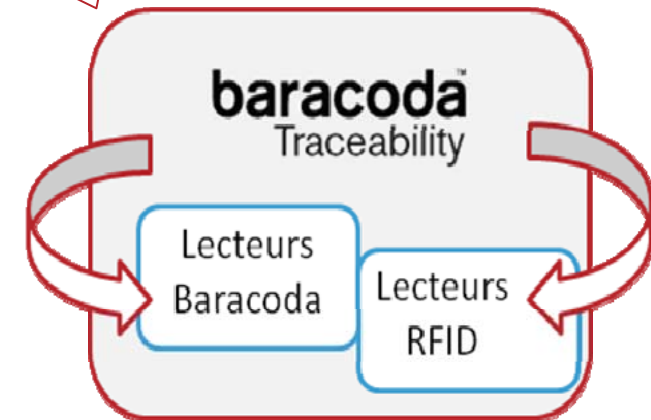
Baracoda has developed an IP radio in partnership with Orange in its LiveBox Lab, the "incubator" for products and services which it set up in July 2006. Selected among several other projects for its innovative capabilities and its potential value, this digital IP radio is the first product to be delivered through an "innovations nursery", and is the forerunner of a new generation of radios.

The market for intelligent wireless devices is estimated at 800 million units in 2008 (excluding telephony). The potential for Baracoda products is in the region of 60 million units.

The market for professional products which Baracoda addresses is growing steadily (70% annual increase), with a long-term potential of around 500 million dollars (RFID + barcodes).

Two
Businesses

baracoda™
Wireless Technology





**BUSINESS 1
TRACEABILITY**

Baracoda

www.baracoda.com

World leader in Bluetooth-enabled professional automatic data capture solutions

Baracoda develops and markets Bluetooth wireless solutions for automatic identification and data collection.

These solutions are applicable for a broad spread of uses in all mobile and logistics environments: light inventory, mobile point of sale, order taking, access control, etc. They are used in many different sectors such as industry, health, distribution, transport, logistics and security.

Baracoda also provides M2M (machine to machine) communication solutions in industrial environments. The company has also developed a unique integration solution for all mobile platforms (PDAs, smartphones, tablet PCs, etc), based on industry standards: **BaracodaManager**.



The traceability business as a whole covers two complementary markets: mobility and logistics

Mobility applications

Baracoda concentrates its efforts on supplying a complete range of Bluetooth barcode scanners for mobile workers. These aim to:

- easily add wireless barcode reading functionality to a wide range of mobile platforms.
- provide peripherals designed to meet the specific requirements of mobile applications.

Baracoda offers small, light devices with optimised power consumption designed according to the customer's application, as well as a full set of advanced APIs/DLLs which enable wireless integration with numerous mobile platforms (Windows, Windows Mobile, Blackberry, .Net, Palm, Symbian, Java Phones, etc.).

Logistics and warehouse applications

Logistics and warehouse applications (goods in/deliveries, asset tracking, data entry and inventory) require every item to be accurately, precisely and efficiently identified, even in large spaces. For environments of this type, Baracoda supplies long-range wireless barcode scanners. Easy to handle, these devices offer superior reading quality and can be instantly connected to computer systems without the need for software integration.

Mobility

Baracoda Pencil 2

The new-generation Bluetooth-enabled contact barcode reader



Small, ergonomic and light, the Baracoda Pencil 2 is a very effective solution for all mobile applications where barcodes need to be scanned on flat surfaces such as catalogues, forms, work documents.

The Baracoda Pencil 2 is the ideal companion for mobile employees in direct contact with customers, as they can take it wherever they go. The Bluetooth connection means that data acquisition capability can easily be added to a PDA or a mobile phone. Barcodes can be stored in the reader or transmitted in real time to a mobile terminal via Bluetooth.

Baracoda D-Fly

Add wings to your data!



The Baracoda D-Fly is a wireless barcode reader specifically conceived for mobile workers who need to do occasional barcode reading. This scanner is specially designed for applications where cost and ease of use are determining factors.

The D-Fly is dedicated especially for mobile workers looking for a light, easy-to-use reader for applications such as Sales Force/Field Force Automation, Merchandising or Asset Management.

Once D-Fly is connected to a terminal, the barcodes are uploaded in real time via Bluetooth. If barcodes are scanned while the D-Fly is outside connection range, they are stored in internal memory and automatically transferred once back in range, thanks to the scanner's "no data loss" operation.

The D-Fly's compact design allows mobile users to carry it with them wherever they work. It can be recharged on a cigarette lighter and it also includes an integrated stylus for use with tactile screens.

At the
Interface of
Mobility and
Logistics

RoadRunners *Wireless linear imager reader*



Compact and lightweight, RoadRunners are designed to meet the majority of wireless data capture requirements in mobile environments.

Thanks to its shape and its long battery life, this wireless linear imager reader is the ideal solution to add a barcode scanner to a PDA or a mobile phone, as well as a wireless tool perfectly suited to logistics applications such as goods in, order preparation and order entry.

RoadRunners is a Class 1 Bluetooth device and can scan at distances of up to 50 cm. It can be connected easily to a wide variety of Bluetooth-enabled mobile terminals and can transmit barcode data over distances of up to 100 m.

Logistics

Plug&Scan Solution *Instant Connectivity Offer*



Baracoda's Plug&Scan solution, which comes as a USB key or an RS232 adaptor, enables data to be efficiently collected and quickly transferred. This solution is available for all Baracoda readers.

Logistics

Baracoda ScanWear *Wear it and experience it!*



ScanWear is an ultra-light Bluetooth barcode reader which enables rapid and reliable identification of articles while leaving the user's hands free to carry on with handling operations.

Specifically aimed at order picking and dispatching applications, ScanWear supports remote reading. It packs the best that technology can offer into a compact form factor, to deliver efficiency and reliability. Its "multi-scan" system, together with its ergonomic design, allow multiple barcodes to be read in a burst, guaranteeing ease of handling, time savings and productivity gains.

Baracoda ToughRunners *High performance for all weather conditions!*



Shaped like a torch, the Baracoda ToughRunners is a robust and ergonomic barcode reader, specially aimed at industrial logistics and warehouse applications. This scanner will withstand multiple drops onto concrete, and its design allows an accurate and quick reading of barcodes for greater efficiency.

Its ergonomic design gives it an easy grip and makes reading in difficult environments easier, for warehouse-based traceability applications: stock management, production monitoring, goods in, etc.

RFID Technology

IDBlue™ *Bluetooth RFID reader*



This pen-shaped Bluetooth RFID reader is an efficient way to add an RFID reader/coder to Bluetooth PDAs and mobile phones.

The IDBlue reader is a Bluetooth Class 2 device and can read and code at a distance of 4 cm. Its original, practical shape allows it to be used as a stylus on touch screens.

IDBlue is ideal for applications such as access control, maintenance force automation, security and asset tracking.

TagRunners



Based on the success of the RoadRunners barcode family (available in 1D, 2D, and Laser versions) Baracoda serve RFID applications thanks to all the key elements which did the RoadRunners success: ergonomics, robustness, performance, battery longevity. The TagRunners is dedicated to traceability applications in medical environments as well as asset management.

Customer References

Over 600 customers worldwide, including eight Fortune 100 companies.

Mobility Applications

- ✓ Security application: Securitas
- ✓ Order taking, sales tracking and stock management: NewMan, Herlitz, Revlon, Universal Music
- ✓ Parcel management: Geniki Taxydromiki
- ✓ Maintenance: Parkeon, Koné, Electrolux, TDF
- ✓ Delivery tracking: TNT
- ✓ Asset management: France Télécom

Logistics Applications

- ✓ Control: Aéroports de Paris, Dublin University
- ✓ Collections: Longchamp
- ✓ Dispatch preparation: ACS
- ✓ Inventory Management and Order Preparation : Printemps

Distribution

Indirect distribution: 25 countries covered - 16 wholesalers/distributors - over a hundred integrators and vendors, and a worldwide distribution agreement with Psion Teklogix.

Partners

Baracoda has set up an active partnership programme with software solutions providers, to help them both on a technical level, by providing advanced programming tools and on a marketing level, supporting them in promoting their solutions through a dedicated communication programme.

The company has established a long list of partners including, among others, Microsoft, Cap Gemini, Rayonnance, Hippocad, Prylos, and Elan Software.

In addition, Baracoda collaborates with its strategic partners to validate design concepts and high-performance hardware solutions. These partners include companies such as RIM (Blackberry), Sony Ericsson, IBM, Itronix and France Telecom.



Baracoda Media

Baracoda Media is the consumer division of Baracoda. It is also present in the USA as of January 2007 CES tradeshow.

baracoda™ media

Baracoda Media started out as a French computer hardware manufacturer. Since becoming part of Baracoda in May 2005, Baracoda Media has launched a consumer product line of wireless mobile communications solutions (Bluetooth and Wi-Fi).

Baracoda Media offers a complete range of innovative technology solutions for mobile people looking to improve their lifestyle.

Baracoda Media is at the heart of the convergence of three important fields which its product range covers: mobile computing, audio/stereo electronics and telephony. Backed up by its new positioning and its new visual identity, Baracoda Media was launched commercially on 24 October, 2005.

www.baracodamedia.com

Phoenix Radio

A range of Wi-Fi radios



Phoenix radio, is aimed to entertain! A highly portable radio set, it offers access to the great variety of audio content available over the Internet. Thanks to an intuitive interface, it is incredibly easy to find your favourite audio content - and to discover more.

This new generation radio excels on three fronts:

- ✓ **Listening:** acts as portable speakers for MP3 player, remote access to your stored music, on-demand streaming of subscription channels
- ✓ **Interactivity:** radio, podcasts, interaction, personalisation
- ✓ **Sharing:** vote, share playlists, communities

Baracoda Media and Orange have co-developed this practical Wi-Fi radio which is now being sold through France Télécom outlets under the name **liveradio**.

Radio in iPhone

An internet radio in iPhone

Following the liveradio Baracoda Media applied itself to developing a internet radio application for iPhone. It enables to listen directly to radio stations and to surf among more than 3000 web radios or « podcast » programs of the entire world classified by kinds.



This application was especially designed for the creation of digital interactive Medias and the display of convergent uses, and permits to enjoy a revolutionary solution displayed with internet mobile leaders.

Distribution

Baracoda Media products are widely available in France, online and through major distributors.

Thomas SERVAL

*President
and CEO
Baracoda*

Thomas SERVAL - President of Baracoda



Thomas Serval founded Baracoda in 2001. He ensures the implementation of the company's strategy with the aim of becoming the market leader in wirelessly connected objects.

Mr. Serval is a graduate from Ecole Normale Supérieure and holds a Master's degree in Business Law and a degree of engineering from the French National School of Economics and Statistics (ENSAE). He was invited by Harvard University to finish his PhD on Internet Economics and was awarded an Arthur Sachs scholarship.

Mr. Serval is Vice President of the French Chapter of the Internet Society and a Director of Comité Richelieu Board (French Association of High Tech Companies). He is an ambassador for and speaker on Bluetooth/WiFi technology in industrial and consumer applications.

**Olivier
GIROUD**

**CTO
Baracoda**



Olivier GIROUD - CTO of Baracoda

As head of the technical department at Baracoda and as such, responsible for its development, Olivier Giroud is an expert in electronics and numerical and analogue communications. He developed the first use of the Baracoda solution (Bluetooth CCD reader prototype, and operational pen barcode scanner prototype "BaracodaPencil").

Having studied at the Ecole Polytechnique and ENS Ulm, Mr. Giroud obtained his qualifications from the Telecom Paris. In October 2000, he was attracted by the concept presented to him by Thomas Serval and joined Baracoda.

Mr. Giroud is responsible for many patents protecting the Baracoda technology. He broadened his understanding of microwave communication technology and of Bluetooth protocol whilst working in Los Angeles on the development and production of an aerial prototype based on photonic bandgap materials.

**Matthieu
DELPORTE**

**Director of
Traceability
Division
Baracoda**



Matthieu Delporte - Director of Traceability Division of Baracoda

Matthieu Delporte joined Baracoda in September 2001 as CFO and board member to contribute and build the company's growth.

Today Mr. Delporte supervises all corporate, legal, administrative and financial matters at Baracoda and runs the Auto-ID business as Director of Traceability Division.

Before joining Baracoda, Mr. Delporte was the co-founder and CFO of Savoirweb, a leading software provider of collaborative solutions. Mr. Delporte is a graduate of Sciences Po, Paris, and holds an MBA from ESSEC, a leading French business school.

Baracoda
Traceability

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Media

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