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MARCH 2006***At Baracoda, we grow up every day***

Dear Customers and Partners,

With more than 5 years of Bluetooth technology expertise and thanks to a global partners network, we remain number 1 on our wireless Bluetooth barcode scanners historical market.

Now our Traceability Division aims to keep growing up by always improving quality and design of Baracoda products, providing you with new barcode readers and devices dedicated to any mobile environments, and making still easier integration into existing IT systems solutions.

This is why we are now developing on two targeted markets:

Mobile applications:

We are aware that mobile workforces are expecting ergonomic and easy-to-use devices. As a result, we supply small and light products with optimized power consumption, as well as a complete set of advanced API/DLL to enable seamless integration to a large variety of mobile platforms.

In Premise applications:

Increase your productivity thanks to our real-time cordless scanning. For all in premise applications requiring accurate and efficient identification (picking, inventory, asset management,...) we offer long-range wireless barcode scanners, with a top reading quality and convenient to handle.

From sales force automation to data collection in warehouse, be sure that Baracoda will be the key partner for your applications.

Thomas Serval
CEO



PRODUCTS HIGHLIGHTS

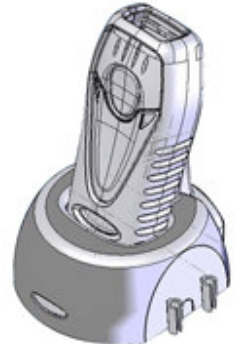
New Baracoda RoadRunners cradles

In order to facilitate scanner battery charging and to help you saving time, we are glad to introduce yo new cradles dedicated to Baracoda RoadRunners:

- Scanner battery charging
- Possible to insert the scanner **with or without protective boot**
- 2 versions available : **1 bay or 4 bays**
- Ready to be mounted **either vertically or horizontally**

Available from Q2 2006

Non contractual drawing



Baracoda RoadRunners finalists at CES 2006 competition!



In last January our RoadRunners were finalists at the International Consumer Electronics Show contest. This competition was set up by Bluetooth SIG (Special Interest Group) and highlighted **the most innovative and consumer-friendly new Bluetooth enabled products.**

Moreover, the Bluetooth SIG recently announced that shipments of Bluetooth enabled devices have doubled from May to November 2005 : **products are now shipping at a rate of over 9.5 million per week !**

The market for Bluetooth wireless technology will continue to thrive with the adoption of new Bluetooth SIG programs that will increase interoperability of devices and increase consumer understanding of expected performance.

More information:

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/01-09-2006/0004245218&ED/>

COMING SOON

Bluetooth Keyboard Wedge / Plug & Scan Solution:

For instant replacement of tethered barcode scanners!

Thanks to this new interface add Bluetooth to PC or Stationary Terminals that are running on specific operating system or when RS232 or USB ports are not available or suitable for the application.

Simply Plug the cable into your host scan the pairing barcode and use it!

More information about Bluetooth Keyboard Wedge coming in a few days...

SOFTWARE NEWS

Baracoda Manager now available on Windows Mobile 2005

Baracoda Manager has been created for **immediate and easy use of Baracoda barcode** scanners with any kind of mobile platforms: PPC, CE.Net, PalmOS, Symbia, Java.

It is now also available with **Windows Mobile 2005**.

The first release is supporting **Microsoft stack**, other stacks are currently in development phase.

Baracoda Manager software download is free

More about Baracoda Manager offer, please click here:

http://www.baracoda.com/baracoda/librairie-doc/BaracodaManager-Offer_249.pdf

Remember that an **up-to-date Compatibility Table** is at your disposal on our web site, don't hesitate to connect you: **only 3 clicks to reach it:**

- connect you to Download & Partners section on our web site : <http://www.baracoda.com/baracoda/intranet/index.php>
- register yourself (if not done yet)
- select "support" section

BUSINESS CASE: FOTOVISTA – France



Fotovista optimizes order preparation and customer invoicing

Solution name: **Harmonie Entrepôts**
Solution provider: **Rayonnance Technologies**
Customer: **Fotovista/Pixmania.com**

Rayonnance Technologies is a French integrator that has specialized in mobile applications for SFA, FFA and Transport on mobile phones, PPC and PDA terminals.



Rayonnance Technologies offered the **Harmonie Entrepôts solution** to **Fotovista**, a French group that has specialized in Hi-Fi / photo / video and digital materials dedicated to general public. Fotovista products are sold through a webshop called Pixmania.com, on which customers directly place their orders.

Fotovista central buying office is located in Bretigny-sur-Orge in France and is made of **5 warehouses of 5,000 m2 each**. Product shipments are made throughout Europe and the 160 employees have to deal with about **15,000 customer orders daily**.



IT Architecture:

Fotovista uses 56 Baracoda 1D RoadRunners with Plug & Scan solution on PC terminals

Customer Requirements:

Fotovista was searching for a wireless, easy-to handle 1D barcode reader suitable for intensive real time scanning operations in warehouses:

- parcel sorting
- bulky order preparation
- light order preparation
- internal customer invoicing



Key benefits:

Harmonie Entrepôts solution is an efficient answer to Fotovista requirements. It enables employees to:

- **easily deal with** small and light parcels as well as heavy and bulky ones that can reach 3 m2 floor surface: thanks to the small, light and ergonomic Baracoda RoadRunners employees enjoy a **great ease of movement** that facilitates their tasks

- **speed up parcel sorting and order preparation process:** thanks to intensive scanning performance and durable batteries, Baracoda RoadRunners are always available and enable Fotovista employees to save time and increase number of orders that they deal with.

- **minimize error risks linked to product data entries on terminals:** data entry is entirely managed by the barcode scanner. Thanks to Baracoda Plug & Scan solution barcodes directly arrive on terminal application as if they were typed on a keyboard

- **Automatically make out internal customer invoicing :** each product order is linked to a customer account that is registered in digital files on computers. As soon as product order barcode is scanned the customer invoice is drawn up.



More about **Baracoda 1D RoadRunners**, please click here:



For more information about Rayonnance



Technologies, please visit:



For more information about Fotovista, please visit:



For more information about Pixmania.com, please visit:



Discontinuation

For your information, Baracoda discontinues its bottom-of-the-range product BC2604. You will benefit from last units until 30th April 2006 at special prices. For more details please contact your local sales representative.

For more information about Baracoda please click here:

www.baracoda.com

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