

# Bartronics wins Avitar deal to develop RFID solutions for cell phone distribution

For Immediate Release

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HYDERABAD, September 14, 2009

Bartronics India Limited (Bartronics), one of India's largest bar code and RFID technology companies today announced that its subsidiary, Bartronics Asia, has been selected for a RFID project from Avitar Group, in which Bartronics Asia will aid and manage the Avitar initiative to automate the distribution process using RFID technology.

Avitar, a Singapore-based group with operations around the world, is focused at its core in the wholesale and distribution of mobile phones, including software products, with a focus to expand into related businesses in the international arena.

Bartronics will develop an application specifically aimed at mobile phone distribution warehousing, where each mobile phone box is tagged with an RFID label and each label in turn associated to an International Mobile Equipment Identity (Unique IMEI) number of each phone via a handheld RFID reader. The Bartronics application involves automatic scanning and reading of mobile phone boxes stacked up on a trolley for outbound dispatch.

The RFID application detects and reads mobile phone boxes *en masse* when a trolley is pushed through a Gantry RFID reader at exit doorway to ensure physical outbound quantity matches actual quantities dispatched.

"Bartronics is delighted to add Avitar to its list of clients in the RFID space, where we are emerging as strong space leaders. Our work on this RFID application is a great example of our thought alignment – *making business work*. Avitar operates in a fast-paced business of phone distribution and moves close to 40,000 mobile phones per month. Our RFID system would help streamline its processes and improve delivery turnaround time, enhancing overall customer service level," said Sudhir Rao, Managing Director, Bartronics.

Bartronics Asia aims to work closely with Avitar to productise the application and others to follow to jointly market the solution to the region, Sudhir Rao added.



### **About Bartronics**

Incorporated in 1990, Bartronics is a Hyderabad-based Company that started with providing solutions in Bar Coding, one of the oldest AIDC technologies. The Company's focus today extends to RFID, POS, Smart Cards working as AIDC division, RFID division, Smart Card Division and Retail-IT division.

Bartronics' focus is on supply chain and inventory management, logistics, time, attendance and asset tracking systems. Bartronics' knowledge of products, technologies, implementation skills and understanding of the market place make us a dominant player in the domestic markets, and help us share exclusive relationships with many of the leading vendors in the world.

**For more information on Bartronics, please visit:**

[www.bartronicsindia.com](http://www.bartronicsindia.com)

### **About Avitar**

Avitar is a Singapore based group with operations around the world. The group's core business is in the wholesale and distribution of mobile phones, including software products. Looking forward, the group will continue to expand into related businesses in the international arena.

**For more on Avitar, please visit:**

<http://www.avitar.com.sg/about.html>

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