

IDBLUE Makes Presentation to Potential Clients at the Paris Air Show

June 15, 2009, Paris – Pierre Deschamps, Executive Vice-President of Sales and Marketing of St. John's IDBLUE made a presentation to potential clients at the Paris Air Show on Monday June 15, 2009. During his presentation, he pointed out that, even in difficult economic times, companies should not be afraid to use technological advantages to be competitive. Deschamps added that IDBLUE's radio frequency identification technology (RFID) can go a long way in increasing a company's competitiveness.

" He explained that the RFID allows companies to become more competitive because it helps them make the most of employee skills. "Without an RFID, which helps keep track of inventory, seventy per cent of a mechanic's time is spent looking for parts to put in a plane," Deschamps said. "Our product eliminates that inefficiency."

IDBLUE R8, IDBLUE's flagship product, is the world's first Bluetooth-enabled RFID, barcode technology reader compatible with many different platforms from a wide range of vendors. IDBLUE R8 provides solutions for automating and managing business processes and delivering real time support for business activities.



Pierre Deschamps, of IDBLUE delivers a presentation at the Paris Air Show on Monday, June 15, 2009. IDBLUE is one of 17 companies attending the ACOA-led aerospace and defence trade mission.

IDBLUE is focusing on the aerospace market. Company officials are at the Paris Air Show to learn, meet with clients and further relationships with existing partners, said Deschamps.

Led by ACOA, a delegation of 17 companies and organizations from across Atlantic Canada are attending the Paris Air Show until June 21, 2009.

The aerospace and defence industry generates more than \$1 billion in export revenues annually and employs more than 10,000 highly skilled and specialized employees in Atlantic Canada. The industry has also seen export sales increase by 189 per cent between 2001 and 2008.