

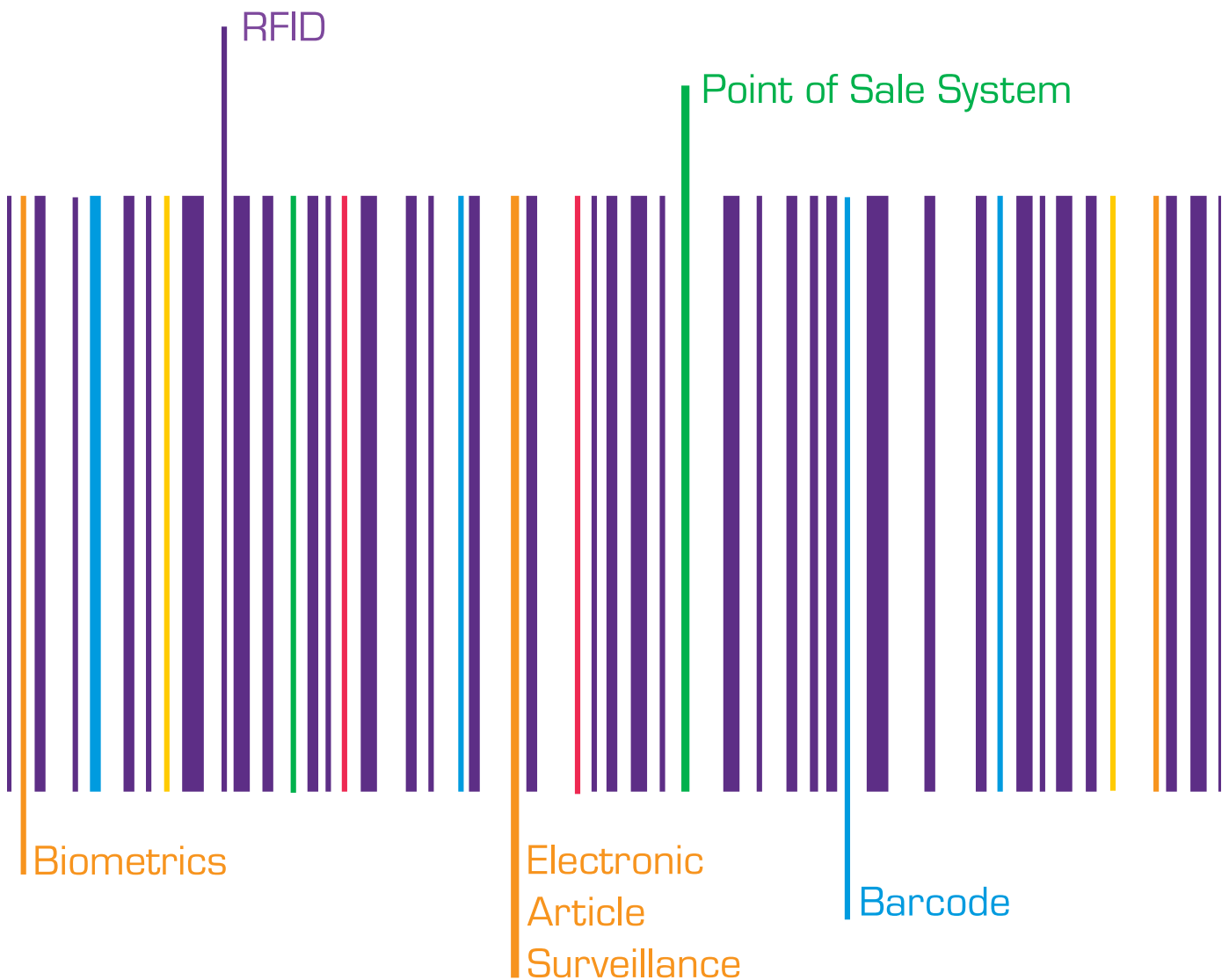
# The identification technology expert



Bartronics India Limited

A pioneering  
signature of quality

BARTRONICS





An ISO 9001:2000, Automatic Identification and Data Collection (AIDC) company, Bartronics is an Identification technology specialist with a track record of 15 years of applying and innovating identification technologies and products to deliver spectacular solutions to a global clientele.



With a corporate and office and International Development Centre in Hyderabad and offices across the country, we are a partner of choice for major Indian corporate, cutting across sectors and verticals when it comes to data identification and capture solutions that are truly scalable, robust and fail-proof.

Since our inception, we have virtually pioneered the AIDC sector, starting with Bar Coding and today providing solutions based on emerging technologies like Radio Frequency Data Collection and Biometrics.

Moreover, our strong customer focus has enabled us to strengthen our competencies across all AIDC technologies to today be in a well-entrenched position when it comes to offering specific solutions across all major sectors and industry verticals. At Bartronics, our customer focus has also seen us establish three major divisions, each with the charter of delivering specific and highly specialized solutions in our three major focus areas, i.e. Retail IT, RFID technologies and AIDC technologies.

# Bartronics, pioneering Automatic Identification and Data Collection technologies



Bartronics has been the pioneer in introducing Automatic Identification and Data Collection (AIDC) technologies like Bar Coding, and its manifold applications in India. Thanks to our affiliations with the world's best in AIDC products and technology, like printers, hand-held scanners and our long-standing understanding of the unique nature of the Indian market, we are market leaders in this identification technology area. Our Bar Coding solutions are aimed at ensuring better process control and stock management for manufacturing and retail verticals and have been chosen by some of the most demanding clients in India. We also offer a range of smart card based solutions (based on a bar-code or proximity - contact/contact less card) that can be used for access control and time and attendance applications.

## **Biometrics**

### **- The latest in AIDC technologies**

Biometrics refers to using a biological measurable and within the AIDC spectrum offers spectacularly fool-proof characteristics because the biological parameter in question is usually unique to only one single person and cannot be duplicated or forged. Bartronics offers a number of Biometrics based AIDC services and solutions, usually in conjunction with another technology like Bar Coding or smart cards. The biological measurable (key identifier) could be a fingerprint, iris mapping, salinity level of sweat, ear identification etc. Biometrics has tremendous applications in defense, government, ITES and BPO and other industrial sectors and verticals where security is paramount. A recent growth area for this technology, identified and innovated by Bartronics is the passport and visa sector.

# Radio Frequency Identification and Data Collection - The new wave



Radio Frequency Identification and Data Collection (RFID) is the emerging technology for tracking goods and services worldwide and offers a better and more dynamic alternative to bar coding, especially because it enable tracking beyond point of sales. As the nomenclature indicates, here the identifier is input, recorded or tracked by the means of radio frequency methods. RFID solutions are equally beneficial to the consumer goods, industrial goods, logistics, retail, healthcare and other verticals. The basic and simplest application of this technology is through the tagging of high-value assets like goods in retail, cargo consignments, work-in-progress and even vehicles. The tagged object can thereafter be tracked as and when required. A related technology that has similar applications is Radio Frequency Data Collection where Radio Frequency (RF) waves instead of wires are used to transmit information, allowing real-time portable data collection.

# Bartronics, the expert in Retail IT solutions



We are pioneers in providing Retail IT solutions that have delighted our customers with their ability to enhance customer service while reducing day-to-day operational costs. ! Bartronics is the only company to design, develop and manufacture integrated POS systems in India. Our Retail IT solutions improve business agility, impact positively on operational efficiency, provide better access to decision-making information, enhance the quality and speed of customer service and control hardware, software and labour costs! Our Retail IT solutions incorporate rugged hardware and are designed to seamlessly fit into your Retail business and also designed to grow with its requirements.

# The Bartronics Advantage



Bartronics, in keeping with its stellar position in AIDC technologies is India's only such company to have a clientele numbering over a thousand. Our ability to provide clients with solutions that have really worked and created impact through high return on investment and low total cost of ownership has usually seen us getting repeat business within the same organization. Our tried and tested knowledge of India's industrial dynamics has also seen us deliver where many other companies couldn't. Talk to us today and benefit from the Bartronics advantage. An advantage that translates into more timely decision making; and efficient use of time, people, and materials in the short and medium term and lets you discover and deploy competitive advantages over the long run.





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