

## Bluepyc and Rfid Canada embrace IoT, via Bluetooth Low Energy

*Bluepyc, the Italian designer and producer of BLE systems, expands its presence to North America as a result of its new partnership with RFID Canada, to provide BLE solutions under the Bluepyc name.*

Brescia, Italy / Toronto, Canada - October 16, 2018

Bluepyc, the Business Unit of SOFTWORK Group focused on **wireless technologies**, above all **Bluetooth Low Energy (BLE)**, is pleased to announce the new distribution partnership with **RFID Canada**, the **technology provider** with 30 plus years of experience in Identification and Data Capture (**AIDC**) technologies RFID, NFC and now, also BLE.

After extensive investment in the design and production of Bluetooth Low Energy architectures starting with Gateways and EchoBeacons, Bluepyc embarks on expanding its market presence, with the goal of establishing an international network of partners. Distributors will be responsible for providing local BLE based solutions.

«*We've created a comprehensive service model for our Distribution Partners*» explains Massimo Damiani – founder and CTO of Bluepyc, «*with the goal to provide not only the BLE devices, but also the proper tools, the best support for business development and the technology know-how: ranging from available starter kits to webinars of our Bluepyc Academy Path, featuring business development strategies and in-depth technical contents catered to different audiences, and this also includes lead generation for the distributors.*»

Thanks to RFID Canada, the Bluetooth Low Energy products and service portfolio enters the North American market as the ideal technology for data birth (data capture) in IoT: based on a worldwide standard, BLE meets the basic needs of IoT and its interoperability.

With its extensive experience in automatic identification and data capture, RFID Canada continues to stay well versed and up to speed with dynamic and fast changing technology trends.

In addition to RFID, NFC and barcode, the Toronto based company now offers the Bluepyc BLE systems: Beacons, Gateways and EchoBeacons, in several application scenarios, such as smart city, industry, healthcare, etc.

«*By signing the distribution agreement with Bluepyc, we continue to stay true to our company's mission*» says Silvana Cantalini – Vice President of RFID Canada, «*we work to establish the best partnerships and business collaborations, in working with hardware producers to end customers, in which the latest technology solution trends are brought to the table.*»

RFID Canada is very excited to be working closely with Bluepyc and in being able to provide an innovative BLE solution to its customer base.

High resolution photos are available by request to [p.visentin@softwork.it](mailto:p.visentin@softwork.it) or to [silvanac@rfidcanada.com](mailto:silvanac@rfidcanada.com)

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### About BluEpyc

Bluepyc is the Business Unit of SOFTWORK Group, focused on **wireless technologies**, above all **Bluetooth Low Energy (BLE)**, for wireless connectivity based on a standard and developed to meet the IoT interoperability need.

**Beacons, Gateways and EchoBeacons** are the Bluetooth Low Energy architectures projected and produced by BluEpyc, implemented with an **unconventional approach** to this technology: in comparison to the traditional concept, our unconventional BLE architecture works in an opposite logic, where moving people or objects are equipped with tag/Beacons and the fixed readers/Gateways are installed in the monitoring area, detecting data from different tags. BluEpyc creates so in an easy and competitive way an active RFID system suitable for automatic identification, tracing, monitoring and localization of (moving) people and objects. Education, continuous training and research complete the basis of BluEpyc growth model.

For more information, please visit --> > <http://www.bluepyc.com>

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#### About RFID Canada

RFID Canada is a leading technology provider with 30 plus years of experience in providing solutions including passive and active **RFID** (radio frequency identification), **NFC** (near field communication) and now, also **BLE** (Bluetooth Low Energy).

RFID Canada warrants its success in identifying and developing comprehensive solutions in partnership with some of the most innovative companies, such as software providers, engineering firms, automation companies and system integrator's that provide solutions to specific vertical markets domestically and globally.

The depth, breadth and diversity of our services complement our complete hardware and software product offerings enabling us to provide full solutions tailored to our clients' needs.

These services are delivered in all areas of Identification and Data Capture (AIDC) industry, including Radio Frequency Identification (RFID), Near Field Communication (NFC), Bluetooth Low Energy (BLE), Barcoding & Printing Technologies as well data capture and processing on the most advanced computing platforms or in real time deploying local and wide area wireless networks.

For more information, please visit --> > <http://www.rfidcanada.com>

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