

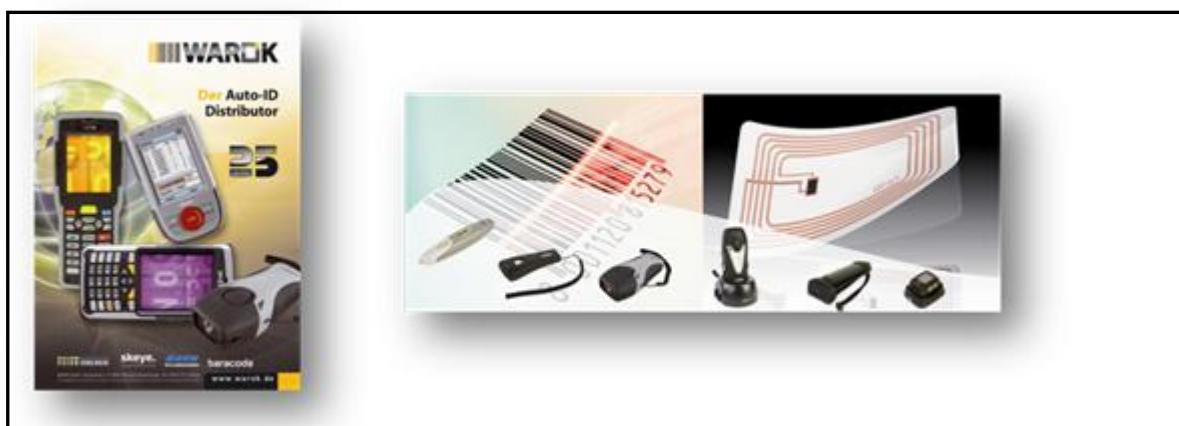
## Baracoda Bluetooth Barcode and RFID readers to be integrated to German distributor Warok's portfolio

**Paris, January 12<sup>th</sup> 2010** - Baracoda, the world leading manufacturer of Bluetooth barcode and RFID readers, announces its partnership with WAROK GmbH, a key player of Auto-ID market in Germany, Switzerland and Austria.

WAROK, a pioneer of Auto-ID industry and Value Added Distributor of Psion Teklogix ,Höft & Wessel, SATO Labelling Solutions Europe and Extech Instruments rugged PDAs and mobile printers, extends its portfolio by integrating Baracoda Bluetooth identification solutions. The multi-platform compatibility of Baracoda readers has seduced WAROK, who has chosen to invest in this brand to innovate and offer their customers ever more mobile identification solutions that meet increasing demanding requirements.

**Marek Kowalewski**, Baracoda EMEA Sales Director, says: « This new partnership with a key actor of Auto-ID industry enables us to extend our distribution network on DACH area while associating our products to key brands on the market. This enables also Baracoda to confirm its mastery on mobility market and to extend its know-how to logistics environments.»

**Dominik Rotzinger**, Warok Managing Director, confirms: « I am really enthusiastic about this collaboration and I especially appreciate Baracoda's ongoing efforts when it comes to innovation. By integrating their barcode scanners and RFID solutions to our product range, we open ourselves to new mobility projects while keeping offering competitive solutions to our existing customers who significantly want to increase their productivity, that is a key success factor for WAROK.»



**A complete range of Bluetooth solutions dedicated to mobility and logistics applications.** Thanks to their key features and advanced functionalities, Baracoda solutions can adapt any flexibility requirement for mobile applications (sales force automation, field services, parcel delivery, asset tracking, etc.) as well as for rugged logistics environments (order preparation, picking, inventory, stock management, etc.). When it comes to integrate WAROK's portfolio, Baracoda knows that they can rely on a partner who will provide its customers with proximity and flexibility that are Baracoda's key assets.

**Come and discover Baracoda Bluetooth solutions on CeBIT Tradeshow from 2<sup>nd</sup> to 6th of March in Hannover – Hall 6, booth nr. C27/1**

#### **About WAROK**

For over 25 years WAROK GmbH has been offering a complete range of terminals (handheld products, printers, PDA, RFID readers) dedicated to mobile Auto-ID. These solutions combine mastery, competency, flexibility and advanced functionalities for multi-sector companies. In partnership with the distributed brands, WAROK answers ever more demanding requirements from its customers by offering innovative, easy-to-use and high-technological solutions. Read more on [www.warok.de](http://www.warok.de)

**About Baracoda** Baracoda is the world's leading manufacturer of Bluetooth wireless barcode readers and RFID solutions. The company promotes the development of data capture solutions for both mobile (field force automation, asset management) and on-site (inventory management, order preparation) applications in the retail, healthcare, transportation and logistics industries. Read more on [www.baracoda.com](http://www.baracoda.com)

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