

## CEO Note: SensThys International Expansion

A Series of Messages from our CEO... Jo Major



Our growth is created with great partnerships, both in business and technology. Recently we shared with you our new partnership with Cisper, expanding us into distinct markets and applications across Europe.

Today we're proud to introduce you to our partner "down under", BCDS Solutions. This partnership came from distinct business needs – we were looking for a talented partner with engineering strength and an excellent understanding of the Australian market.



At the same time, BCDS was seeking a new long-term partner supportive of the unique local needs. BCDS was seeking a deeper technical capacity that would break open more markets to them. And of course, we had a quite large joint customer – that always helps!

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This led to the BCDS and SensThys partnership.

Both teams complement each other with quality technical and business teams and have already been supporting Australian customers in returnable assets, farming, mining, and other applications. The Extreme reader is perfect for those hot, dusty, and brutally dangerous mining and farming environments, and our integrated readers excel in warehouses, portals, and other commercial buildouts. Of particular note, BCDS is leveraging GS1 global standards and the Australian Railway Association's i-Trace to move rapidly into modernizing the rail freight industry - keeping track of all that big rolling steel!"



This partnership extends beyond into technological advancement – with BCDS helping us further our capabilities on data integrity (EPIC), advanced sensing capabilities within complex metal enclosures, and pushing our readers into exciting mobile applications. Clearly, if you need advanced RFID or remote sensing in Australia – this partnership brings it to you.

We are proud of our expanded relationship with BCDS and encourage those with questions about identification technologies in this region or with these types of applications to reach out directly to BCDS or SensThys.

***Learn more about BCDS or SensThys?***

Learn more

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