



# BlueStar to Distribute the New LXE MX8 Handheld Computer

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PR9.NET November 21, 2007 - Florence, KY - BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility and RFID products, is announcing its distribution of the new LXE MX8 rugged wireless handheld computer for scan-intensive supply-chain applications.

The MX8 is LXE's smallest handheld offering. It measures 7.6 in. long and weighs less than 13 ounces, with battery and several options. The bright touchscreen and backlit keys improve visibility in less-than-optimum lighting conditions. Scanning options include standard-range laser scanners and 1D and 2D imagers. The MX8 mobile computer comes standard with an IEEE 802.11b/g radio and Bluetooth technology, and runs on Windows® CE 5.0 Professional. It also features exceptional battery performance, testing at 10+ hours of intensive operation on a single charge.

In addition, the MX8 is a multimodal device that comes "voice-ready" out of the box, complete with LXE's ToughTalk™ voice recognition technology—the specialized combination of LXE's trademark ruggedized system design, advanced audio circuitry, and noise-canceling techniques.

"Adding the MX8 handheld computer to our product line allows us to offer an effective data-collection device for almost any conceivable distribution task," says Paul Mounkes, LXE's Marketing Manager. "It's a particularly good fit for scan-intensive activities, and the 2D-imager option works well in manufacturing environments. The MX8 also gives LXE a strong entry into the retail storefront. The reality is that the MX8 device truly excels in a wide range of supply chain and retail operations because it's small and lightweight, yet rugged enough to take a beating."

"We are excited to add the MX8 to the LXE line card here at BlueStar," says Mark Fraker, BlueStar's VP of Marketing. "The MX8 is a unique, budget-friendly solution our customers can sell into rugged warehouses as well as the retail store front."

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## About BlueStar

BlueStar is the fastest growing distributor of POS, Auto ID, RFID, and Mobility products with offices throughout the USA, as well as in Latin America and Canada. We provide a variety of direct avenues for Vendors to inform and guide their VAR Partners in growing their businesses with both educational and business-development services.

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