

Retail Reseller News

POS & Auto ID Channel Developments & Opportunities

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[Michael Kachmar](#), Editor

PARTNER PROGRAMS

High-Speed Chase for BlueStar

BlueStar (Hebron, KY) has enhanced its offerings to the law enforcement market through eTWIST, an onsite data-recording application that can be embedded into Motorola's handheld computers. Supplied by Primary Marking Systems (St. Louis), and based on Microsoft Windows Mobile, eTWIST has been designed specifically for the unobtrusive, accurate tracking of evidence. BlueStar will distribute the integrated hardware/software solution to its reseller partners serving the public sector as well as private enterprise markets, according to Mike Byington, VP of Business Development at BlueStar.

By using eTWIST with drop-down menus embedded on the Motorola devices, and either RFID or barcode labels provided by Zebra Technologies' GX420t RFID printer, the law enforcement officer can categorize and record evidence while at the crime scene. Then, utilizing the cellular connectivity of the Motorola device, the officer can upload all key information--including evidence description, case number, photographs, and time and date--to the central database to help maintain evidence chain of custody.

"Of the 100 cases the average police agency receives every week, about 25 cases require evidence tracking," related Tim McIntyre, Product Manager for Primary Marking. "On average, it takes an officer two hours to input the evidence information into the agency's back-end systems. This translates into 50 man-hours each week, or the equivalent of one full-time police officer per year, just for inputting repetitive data. Our solution means more time out on the streets making our communities safer and less time stuck in front of the computer screen."

[Editor's Note: BlueStar recently completed training for over 90 resellers on the eTWIST solution. An educational Webinar, which includes product information, sales training, and live demonstration, can be viewed by clicking [here](#).]

