



Archelon Enclosures and BlueStar Form Partnership

San Diego, California – February 28, 2013 – Archelon Enclosures, a leading manufacturer of iPad® and tablet enclosures, announces that BlueStar is an authorized distributor of their products. Through the partnership, Archelon products will be distributed throughout all BlueStar regions including countries in North America and Europe.

“Consumer devices need constant intermingling with rugged B2B solutions to stand up to the tough demand of enterprise solutions,” stated Mark Fraker Vice President of Marketing at BlueStar. “Archelon Enclosures’ extensive product line will enable BlueStar to deliver the best-of-breed solutions for these popular consumer devices.”

Tablet technology has been on the rise in recent months and BlueStar customers were looking for a solution to meet their tablet needs. Since Archelon manufactures enclosures for a variety of markets including POS, retail, hospitality, education, medical or government, it was a perfect fit for the needs of BlueStar’s customers.

“Archelon continues to stay ahead of the demand curve with our latest products,” stated Debi Besmer, Managing Partner of Archelon Enclosures. “We believe that our cutting edge products and solutions are exactly what BlueStar’s customers have been asking for.”

To learn more about Archelon Enclosures, visit www.archelonenclosures.com.

About Archelon Enclosures

Archelon Enclosures is a Division of Motivational Systems, Inc. Headquartered in San Diego, California, Motivational Systems, provides graphic and interior design services, complete sign systems, and custom interior displays and furnishings to residential and commercial builders and developers. Our sales and information centers, sign programs, graphic design and architectural models are consistently honored with local, regional and national awards. MSI is dedicated to being a contributing member of the communities in which they do business and provides an environment of opportunity for both client and employee to exceed their highest expectations. Motivational Systems was established in 1975. For further information, please visit: www.motivationsystems.com or www.archelonenclosures.com.

About BlueStar Inc.

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, Digital Signage, and Security Solutions technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions, business development and marketing support. The company brings unequaled expertise to the market, offers award-winning technical support and is an unauthorized service center for a growing number of manufacturers. BlueStar is the exclusive distributor for the In-a-Box Solutions Series, delivering hardware, software and critical accessories in one bundle, under one SKU, with technology solutions across all of the verticals. For more information about BlueStar value-adds for VARs and independent software developers, please contact a BlueStar Account Executive at 1-800-354-9776 or www.bluestarinc.com.

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