



PRESS RELEASE

"RFID Solutions Park – let's make RFID real"

Leading providers present solutions with contactless radio technology RFID – Radio Frequency Identification – along the textile value-added chain at IMB 2009, the leading trade show of the international textile industry.

(Graz/Cologne, 20 April 2009) IMB 2009 – World of Textile Processing – is the leading international procurement, service and information platform for all technologies and services for the processing of flexible materials. Nearly all relevant suppliers will be represented here in Cologne from 21 to 24 April 2009 to present the world's most comprehensive range of machinery and facilities, electronics and manufacturing technology for the textile processing industry to an estimated 25,000 trade visitors from more than 100 countries.

Comprehensive exhibition

For the first time, an "RFID Solutions Park" will demonstrate the numerous applications of the contactless radio technology along all levels of the textile value-added chain at the globally leading trade show. On three "islands", the RFID topic will be illustrated showing applications at the manufacturer, in distribution and in the shop. From tagging the products at the manufacturers, over optimized processes such as incoming goods along the supply chain, to a rapid inventory or the self-check-out at the shop, each step is explained using practical examples. Guided tours at regular intervals and special presentations round off the comprehensive program.

At the right place at the right time

"The benefits that manufacturers and retailers expect from the introduction of RFID are better control of goods, enhanced transparency in the supply chain as well as efficient data exchange", Dominik Berger, Managing Director of RF-iT Solutions, summarizes and adds: "These advantages lead to lower costs and shorter delivery times, as well as improved article surveillance and lower inventories. Especially the

lower inventories – with at least the same, or increased, turnover – are of great importance in today's economic environment."

Companies can generate individual advantages and benefits through the use of RFID for each company-specific sub-process of the supply chain (production, distribution, shop). In the cooperation of the textile value-added chain, these targets can also be expanded through overall process optimizations, which can be assessed in aspects such as speed, accuracy or transparency. The producer improves the availability of goods through transparent supply processes and checks complete deliveries, while the end user at the shop gains an additional benefit from improved service as sales assistants are relieved from administrative duties. Accurate inventory data of inventory areas available at short notice optimize the supply relationship between producers and retailers.

Concentrated competence

Partners in the "RFID Solutions Park" are ADT Sensormatic GmbH, BIZERBA, deister electronic, Nordic ID, Rosendahl Digital Networks, RF-iT Solutions and Toshiba TEC Europe. Together, they cover the product and service range of article surveillance systems/source tagging, EPCglobal RFID test center, weighing technology, print & apply systems, smart labels, reader devices, textile tags, POS systems as well as RFID software and solutions, system integration and consulting know-how. This way, the entire supply chain is shown with a clear reference to practice, thus demonstrating the advantages of the technology in live operation to trade fair visitors.

Partners in the RFID Solutions Park at a glance:

ADT Sensormatic GmbH -> www.adt-deutschland.de; info@adt-deutschland.de

BIZERBA - > www.bizerba.de; marketing@bizerba.de

deister electronic -> www.deister.com; deister@deister-gmbh.de

Noric ID -> www.nordicid.de; lothar.struckmeier@nordicid.de

Rosendahl Digital Networks -> www.rdnsoftware.com; info@rdnsoftware.com

RF-iT Solutions -> www.rf-it-solutions.com; office@rf-it-solutions.com

TOSHIBA TEC Europe -> www.toshibatec-eu.com; info@toshibatec-eu.de

The RFID Solutions Park is supported by GS1 Germany, Texdata, RFID im Blick, as well as important fashion associations such as BTE, DTB, Fibre2Fashion and German Fashion.

Visit the "RFID Solutions Park" at IMB 2009 from 21 to 24 April 2009, at the Messezentrum Köln, Hall 8, Stand B030/C033. Regular guided tours at the stand.

IMB 2009 Speakers' Corner: 22. 04. 2009 14:00-15:30– Panel discussion “Benefits of RFID in the supply chain”.

Photos in printing quality are available at: www.publishfactory.at/presse

About RF-iT Solutions GmbH

RF-iT Solutions GmbH, Graz, Austria, a company operating in the area of RFID software and services, was established in 2005 through a management buy-out of the “RFID Software and Solutions” business unit of Infineon AG. RF-iT Solutions is the market leader in the strategic segments of the fashion and the automotive industries. The company provides RFID middleware and technology consultancy, devising comprehensive communications solutions to link together business processes, RFID technology and IT. With a staff of 36, the company focuses on the marketing and continued development of You-R® OPEN, a scalable Auto-ID software product and the world's leading RFID OPERating ENVIRONMENT, which serves as a platform for system integrators, software manufacturers and operators. RF-iT Solutions provides system integrators with comprehensive technology consulting, serving them as a technical backbone, so that business processes that have been optimized in theory will also work when implemented in practice. In combination with the knowledge of industry experts, You-R® OPEN enables partners to provide global RFID solutions quickly, with the necessary expertise, thus allowing them to focus on added value for their customers. At its location in Graz, the company operates the „RFID/EPCglobal Test Center” for customer-specific RFID test in cooperation with GS1. The company was awarded the valued European Auto-ID Award in the category of RFID in 2006 for the convincing features of You-R® OPEN, including its functionalities and capacity for integration; it also received the German Innovation Award in 2007.

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