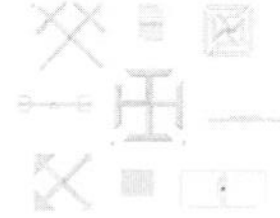


## Symbol launches 2nd generation RFID tag inlays - enables reading at up to 30ft

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### High-Performance Tag Inlays Available Through New Certified Label Converter Program

Symbol Technologies, Inc., The Enterprise Mobility Company(tm), today introduced at RFID Journal Live!, a portfolio of Radio Frequency Identification (RFID) inlays based on the Generation 2 (Gen 2) standards set forth by the Electronic Product Code (EPC) standards body. Symbol also unveiled a prototype of a hardened metal mount tag which will be the first in a line of RFID Asset Tag products designed to provide intelligent asset management solutions for customers.



Symbol's patent-protected dual dipole technology enables Symbol high-performance Gen 2 RFID inlays and tags to be read from any orientation at distances of up to 30 feet. This innovative RFID antenna design uses two antennas and allows the tag to perform faster read and write functions regardless of the position of the RFID reader antenna, which is ideal for high-speed conveyor belt applications used in distribution warehouses as well as luggage processing at airports. Tag performance is further enhanced by Symbol's antenna design and packaging process, which compresses the antenna and chip into a small, low-powered inlay that can be easily attached to a variety of materials from plastic and glass to cardboard and wood.

Symbol's first RFID Asset Tag will be a 6x6 inch metal mount tag designed for intelligent asset management applications that require assets to not only be read but also written to in process. This reusable specialty tag will be able to track assets in rough environments where the tagged item sustains heavy knocks and blows, as well as those that are out of reach by providing a read distance of up to 50 feet.

"Customers are going beyond mandates to find real value in RFID by using readers and tags to gain insight into their supply-chain processes and better quantify working capital," says Anthony Bartolo, vice president and general manager of Symbol's RFID and wireless infrastructure divisions. "By leveraging Symbol's patented dual dipole antenna design and unique charge pump technologies, Symbol RFID inlay products can be optimized for different applications to help ensure fast business processes or the best read performance over long distances. By offering a complete, high-performance RFID system of Gen 2-compliant tags and readers, Symbol is helping organizations looking to truly benefit from RFID gain a competitive advantage."

### *New Channel for RFID Tag Products*

Symbol's portfolio of inlays will be sold to customers by Symbol Certified Label Converter Program (SCLC) partners who convert the inlays into EPC labels of all different form factors. Symbol has worked closely with authorized label converters to train and certify them to deliver the highest quality RFID tags. Symbol's RFID inlay portfolio is available today in various sizes for label converters that serve the needs of customers in the retail supply chain and aviation, consumer packaged goods (CPG), government, and manufacturing industries.

"George Schmitt & Company gains an edge over competitors by leveraging Symbol's RFID experience and broad product portfolio that have made it a deployment leader in the RFID marketplace," said William Gunther, President of George Schmitt & Co. "As a Symbol certified label converter, our customers can feel confident that we are getting the best RFID education and training and providing them with the highest performing inlay products in the industry."

Symbol's network of SCLC companies are selected for their experience and commitment to RFID and are

fully qualified, trained and certified by Symbol as experts in RFID tag supply and systems support. Partners can opt for standard Symbol partner certification or premium certification, which gives the label converter deeper access to Symbol's inlay portfolio.

Current SCLC members include premium partner George Schmitt & Co., and partners The Kennedy Group; Lowry Computer Products; Marnlen RFiD; Mid South Graphics; Moore Wallace; National Label Company; NCR; Paxar Corp.; Plitek, LLC; The R and V Group, LLC; Repacorp Label Products; RSI ID Technologies; and Zebra Technologies.

For more information about the Symbol's Certified Label Converter Program (SCLC), please visit:  
[symbol.com/labelconverters](http://symbol.com/labelconverters)

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