PRESS RELEASE

SMARTRAC to spearhead market with products based on Impinj’s latest tag chip

Amsterdam (The Netherlands), Orlando (FLA), (9 April 2014) – SMARTRAC has announced its plans to be the first to market with a full range of UHF RFID tags based on the Impinj Monza® R6 tag chip. The worldwide leader in RFID tag manufacturing will show a 40x20 retail apparel tag for worldwide operation based on Monza R6 in their booth no. 604 at the “2014 RFID Journal Live!” tradeshow held in Orlando, Florida.

SMARTRAC’s new tags are being designed to take advantage of the industry leading performance and AutoTune technology included in Monza R6. By compensating for materials with different dielectrics such as jeans and shirts in the same tag using AutoTune technology, SMARTRAC’s tags will deliver reliably high performance over a wide range of retail product categories while simplifying RFID tagging for retailers and retail brand owners.

“We are excited about the strong pipeline of Monza R6 based tag designs from SMARTRAC starting with their flagship 40x20 design”, says Nikhil Deulkar, Monza Product Marketing Director at Impinj.

Using its SMART COSMOS platform, SMARTRAC plans to deliver quality control data captured using Integra technology in their Monza R6 based tags, which will be available in volume production quantities in Q3 2014. “With our new tags using Monza R6 we will deliver not only the best quality of tags but also the best quality of data to our retail customers, verifiable through SMART COSMOS”, says Torsten Strauch, SVP Segment Development Retail at SMARTRAC.
About Impinj, Inc.

Impinj is the leading provider of UHF RFID solutions that provide item intelligence in the retail, pharmaceutical, healthcare, food and beverage, and many other industries. We work at the intersection of Big Data and the Internet of Things to identify, locate and authenticate items, and our platform comprises the world’s most comprehensive and widely adopted RFID product set, including tag chips, reader chips, fixed readers, software and innovations that support complete solutions. Founded by globally recognized PhD engineers, we have led standards-setting processes while accumulating over 200 patents and developing the technology currently deployed on billions of items worldwide to manage inventory, prevent counterfeits and track goods. Our direct and indirect customers include many of the largest and most familiar names in global business. For more information on Impinj, visit www.impinj.com.

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About SMARTRAC:

SMARTRAC is the leading developer, manufacturer and supplier of RFID and NFC transponders, tags and inlays. The company produces both ready-made and customized solutions used in access control, animal identification, automated fare collection, border control, RFID-based car immobilizers, contactless payment cards, electronic product identification, industry, libraries and media management, laundry, logistics, mobile and smart media, public transport, retail, and many more. SMARTRAC has its registered headquarters in Amsterdam, The Netherlands. The company maintains a global research and development, production and sales network. For more information, visit www.smartrac-group.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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