



## PRESS RELEASE

### **Euro ID 2008:**

### **SMARTRAC for the first time presents comprehensive product portfolio for animal identification and for UHF applications**

Amsterdam, May 13, 2008 – SMARTRAC, a worldwide leading supplier of RFID components, will be present at Euro ID, the trade fair for automatic identification, in Cologne, from May 13 to 15. The company will present its comprehensive product range for animal identification as well as new RFID applications in the UHF area at booth A16 for the first time to the specialist audience in Europe.

Animal identification via RFID (Radio-Frequency-Identification) is one of the fastest growing application fields of the RFID technology worldwide. This growth is mainly driven by legal regulations. In the European Union for example regulations will become effective for sheep and goats within the next years in order to protect consumers and to enforce epidemic controls.

At the same time exporting countries that are not legally bound to the use of RFID technology for animal identification by regional law are already looking into it intensely. Because they sooner or later will be facing major disadvantages when they want to export their meats into Europe or other regions that already have regulations in place.

The company will also present new products for RFID applications in the ultra-high-frequency (UHF) range. The UHF technique is used in particular for goods and object recognition as well as for the processing of palettes, containers, and trucks. These RFID components in parts have to operate under extreme conditions. SMARTRAC UHF solutions have been developed to meet the highest requirements, feature mechanical resistance and endure elevated temperature for example in controlling the temperature of a fire or steering a robot that is maintaining an undersea pipeline.

“With our existing product portfolio as well as with the entry into new product segments such as animal identification and UHF applications, we are well positioned to participate in the further growth of the RFID market”, says Dr. Christian Fischer, CEO of SMARTRAC.

In addition, SMARTRAC will also show its established products from the High Security- and Standard-Segment. From May 13 to 15, professional visitors will also be presented new products in the fields of access control and logistics at booth A16 in Cologne for the first time.

### **About SMARTRAC N.V.**

SMARTRAC is a leading supplier of RFID (Radio Frequency Identification) components for Standard and High Security product segments. In the Standard segment, the company produces ready-made components for RFID applications in public transport, access control, and logistics. In the High Security segment, SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated, contactless chips (ePassports) and contactless credit cards (ePayment). SMARTRAC was founded in 2000 and since going public in July 2006 has been trading as a stock corporation under Dutch law with its registered headquarters in Amsterdam. At the end of September 2007, the company employed 2,600 employees around the globe.



**If you have any questions, please contact:**

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**Forward-looking statements**

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