



PRESS RELEASE

SMARTRAC presents SmartFlexibleTag

Amsterdam, August 26, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID components, today announced availability of SmartFlexibleTag, a RFID transponder specifically designed to meet the demanding requirements of laundry applications.

The UHF transponder which will be marketed in the Business Unit Industry & Logistics features a silicone coating turning it into a robust and at the same time flexible solution. The tag is specifically suited for use in textile cleaning and laundry where the RFID transponder is exposed to temperatures of up to 180 °C, high pressure and aggressive chemicals. The tag determines accurate measurement data despite the harsh environment.

SMARTRAC SmartFlexibleTag allows for accurate tracking and identification of the laundry pieces. The benefits are a considerable contribution to the reduction of mistakes in order processing and stock-taking resulting in increased efficiency. Equipped with an integrated anti-collision algorithm, simultaneous reading of closely stacked garment is feasible even over a distance of several meters.

The launch of the new transponders complements the SMARTRAC Business Unit Industry & Logistics' product portfolio with a laundry tag operating in the UHF frequencies of 868 MHz and 915 MHz.

The UHF transponders are manufactured in SMARTRAC's flexible and fully automated production lines assuring high quality and fast delivery. The LF, HF and UHF transponders can also be adapted to customer-specific requirements.

About SMARTRAC N.V.

SMARTRAC is a leading manufacturer and supplier of RFID (Radio Frequency Identification) components for a broad bandwidth of applications in all current frequency standards. The company produces ready-made as well as customized transponders for public transport, access control, animal identification, industry and logistics.

SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated, contactless chips (ePassports), contactless credit cards (ePayment) as well as for RFID transponders for public transportation applications and car immobilizers. 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. The company currently employs some 2.600 employees and maintains a global research and development, production and sales network.



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Forward-looking statements

To the extent that this press release contains forward-looking statements, such statements are based on assumptions, planning, and forecasts at the time of publication of this press release. Forward-looking statements always involve uncertainties. Business and economic risks and developments, the conduct of competitors, political decisions, and other factors may cause the actual results to be materially different from the assumptions, planning, and forecasts at the time of publication of this press release. Therefore, SMARTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.