

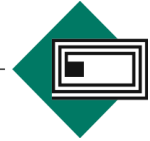


PRESS RELEASE



**bielomatik**

Excellence in RFID/  
Transponder Processing



## **bielomatik and SMARTRAC collaborate for production of smart label solutions**

Amsterdam / Neuffen, September 15, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID components, and bielomatik Leuze GmbH + Co. KG, a leading supplier of Smart Label laminating and personalisation solutions, have entered into an agreement by which SMARTRAC will be the preferred partner to enable widespread market development for bielomatik's revolutionary RF-LoopTag® UHF chip module technology.

The cooperation will create benefits for both sides with SMARTRAC holding a leading market position and providing excellent engineering capabilities and production technology and bielomatik holding a high global market share for RFID converting machines and having developed the outstanding RF-LoopTag® design.

bielomatik RF-LoopTag® technology economically enables RFID applications which were almost impossible to solve with conventional UHF designs. The company's RFID converting machine solutions provide an ideal platform for a worldwide acceptance of this simple and reliable chip module, using dependable and tolerant contactless coupling.

"bielomatik converting machine owners will greatly appreciate the simplification and improved process reliability as well as a significant cost savings", says Martin Bohn, Division Manager RFID of bielomatik.

"We are very pleased to partner with bielomatik as the combination of these outstanding technologies creates great advantages for our customers", says Manfred Rietzler, Chief Technology Officer of SMARTRAC.

*\* RF-LoopTag® is an international registered trademark of bielomatik Leuze GmbH + Co. KG*

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

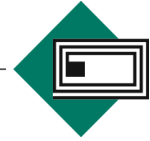
SMARTRAC is a leading manufacturer and supplier of RFID (Radio Frequency Identification) components for a broad bandwidth of applications in all current frequency standards. The company produces ready-made as well as customized transponders for public transport, access control, animal identification,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

bielomatik has about 12 years experience in high-volume transponder processing and is the leading manufacturer of RFID laminating, testing and finishing equipment for the entire value chain of Inlays, Smart Labels, Tags and Tickets. bielomatik delivers also machines and complete production lines for paper converting (Sheeters for folio and cut-size, machines for manufacturing note-pads and exercise books). Other fields of activity are machinery for plastic welding and lubrication technology. Situated in Neuffen / Germany, bielomatik serves these markets with currently 900 employees by subsidiaries in all continents and an international network of representatives.

For more information about Transponder Processing Systems / RF-LoopTag® please see [www.bielomatik.de](http://www.bielomatik.de) or visit us at Labelexpo 2009 in Brussels from September 23 to 26 at our booth no. 6F50 in hall 6.



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

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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.