



PRESS RELEASE

SMARTRAC launches SmartRuggedizedTag

Amsterdam, September 22, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, broadens its industry and logistics product portfolio with the passive UHF transponder SmartRuggedizedTag.

Due to its long read range, SmartRuggedizedTag is particularly suited for the tracking of assets in the value chain such as pallets, containers and vehicles. The robust polycarbonate housing protects the RFID inlay reliably against outside influences such as dirt and water (IP67 compliant). Thereby, the transponder provides full functionality even in harsh industrial environments and logistics applications.

Despite its low power consumption, the SmartRuggedizedTag possesses a sufficient back-scatter signal to readout data sets even over several meters. The passive UHF transponder accomplishes a very good performance in the 860 MHz to 960 MHz frequency range and features an attractive cost-performance ratio.

SmartRuggedizedTag is manufactured on SMARTRAC's flexible and fully automated production lines which assure high quality and fast delivery. The 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

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