

News Release



ASSETTRAXX
Real Time RFID Asset Tracking and Management Solution

RFIDTRAXX
LLC

FOR IMMEDIATE RELEASE

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RFIDTraxx Introduces *AssetTraxx* - Asset Tracking System

*Affordable asset management system provides easy tracking
in any environment*

October 27, 2009 – Cleveland, OH – RFIDTraxx LLC announced today the introduction of ***AssetTraxx***, its new asset tracking software using RFID. ***AssetTraxx***, designed for ease-of-use at an affordable price point, combines the power of the Microsoft® SQL Server® with active RFID tags and readers from Ingecom to allow the tracking of assets..

The ***AssetTraxx*** system is ideal for use in any environment where the tracking of items is an essential part of business. Whether it is a computer, medical equipment, a pallet of products or a box of files, ***AssetTraxx*** can locate that asset. The unique alert system, built in to the software, allows the administrator to monitor the movement of any critical equipment while giving the user the flexibility to check assets in and out as needed for their work.

The web-based software allows anyone, with the appropriate permissions, to interrogate the system (either through an internal network or via the Internet). The use of SQL Server, a widely used database server, allows for easy integration with existing systems, if required, while giving the standalone system tremendous power. The use of Ingecom active 2.45 GHz active tags means that small unobtrusive tags can be placed on the asset, while still giving the range needed to track the assets.

“AssetTraxx gives the manager of a facility the ability to inexpensively know where all the assets are in the building” said Steve Halliday, an RFIDTraxx partner. “The active tags allow for easy monitoring of complete rooms of equipment”.

AssetTraxx has been designed as a highly adaptable system that can accommodate companies of all sizes and requirements. The **AssetTraxx** system makes it easy for a company to implement on a small scale and expand the system as its needs grow.

“The AssetTraxx software allows the user to find an asset, view a location, and check assets in and out of the system” added Joe Lemieux, an RFIDTraxx partner. “The alert system immediately notifies a manager when an asset has been removed from its pre-assigned location.”

Note to Editors: Screen shots/photos are available at www.assettraxx.com/screens.aspx.

About RFIDTraxx LLC

RFIDTraxx LLC is an RFID company specializing in tracking documents and assets, currently offering two solutions: **DocStaxx** – for Real Time RFID Document Tracking, and **AssetTraxx** – for Real Time RFID Asset Tracking. Both solutions use industry standard Microsoft® SQL Server® database solutions, ensuring easy installation and integration with existing systems. The RFIDTraxx LLC team has over 35 years of expertise in Automatic Identification and Data Capture, and has provided solutions ranging from bar code labels to RFID systems. With offices in Pennsylvania and Ohio in the USA and partners around the world, the products of RFIDTraxx LLC are readily available. For more information, visit www.RFIDTraxxllc.com.

About Ingecom

INGECOM is designing and producing a whole range of active RFID tags. The original concept of those new RFID products brings a breakthrough in the cost-to-performance-ratio. The Swiss company has proven to be successful on different markets, ranging from the supply chain management, all the way to people tracking in hospitals. The innovation is driving this company for which low power is not simply a marketing catch. For additional information, contact Olivier Desjeux, CEO INGECOM Switzerland

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