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Alien Technology® Introduces Intelligent Tag Radar™ Software to Enable New Applications for RFID

New Reader Software Available June 30

June 23, 2008, Morgan Hill, Calif. – Alien Technology, a leader in Radio Frequency Identification (RFID) Ultra High Frequency (UHF) products and services, today announced the availability of its new Intelligent Tag Radar™ (ITR) software developed for the ALR-9900, ALR-9800 and ALR-8800 Enterprise-Class reader platform. ITR is the first RFID reader software to provide comprehensive information about the position and direction of UHF RFID tags in addition to the contents of the tag memory.

The Intelligent Tag Radar reader platform includes:

- ITR-Singulation™, a breakthrough technology that enables the reader to easily discriminate among adjacent tagged objects on a conveyor such as items, cases or airline baggage, without the need for specialized antennas, sensors, or near-field equipment;
- ITR-Velocity™, which provides real-time information on the speed of a tagged object, enabling discrimination between stationary and moving objects and automated decision-making based on speed and location;
- ITR-Directionality™, which identifies whether an item is coming or going as well as the direction of the item; and
- ITR-Range™, which enables the system to isolate tagged items to a given zone, with sufficient precision for most applications, but with much lower cost than competitive technologies like active and WiFi tags.

“With this new ITR platform, our partners and their customers can derive new value from their existing investments in RFID,” said Scot Stelter, director of reader product marketing with Alien Technology. “This extension of the Alien Reader Protocol enables our partners to address unsolved business problems using existing Alien readers and Gen 2 tags as well as to expand RFID into new growth applications and segments.”

ITR application examples:

ITR for Airline Baggage and Manufacturing

One of the challenges of using RFID with conveyor belts is the difficulty in isolating individual tagged objects as they pass the antenna. Standard solutions to this problem entail reducing conveyor speed or creating greater separation between tagged objects. ITR-Singulation™ enables the isolation of the one tag that is “top-dead-center” with respect to the antenna. This allows the system to keep track of the order of the tagged objects and to take specific action with respect to each one. Alien subsidiary Quatrotec is using ITR, in addition to its airport RFID

solution, in baggage handling applications being evaluated now by several airports and baggage handling companies.

ITR for Retail

Retail users of RFID need to know not only that a given reader has detected a certain tag, but in which direction the tag is traveling when it was detected. Knowing whether a case of product has moved from the back room to the store floor or the reverse helps provide more accurate inventory information and supplements shrinkage control systems. Retailers will also be able to discern moving inventory items from stationary ones with ITR-Velocity™. This information provides retailers with timely and specific information on the product the user is examining, while collecting data about how long the customer interacted with the item. This valuable marketing data will help retailers to optimize merchandizing displays and to know which products are hot in real time.

ITR for Asset Tracking

In many asset-tracking applications, passive RFID is replacing the more expensive active RFID solution. ITR-Range™ enables the system to isolate the tag to a given zone, which in many cases is sufficient precision for the user, who retains all of the cost benefits of passive RFID. Alien developed this application to aid in the loading process for cargo helicopters.

"The availability of Alien's ITR software points to continued passive UHF application enablement in the industry," said Michael Liard, research director for RFID and contactless technologies and markets at ABI Research. "The ability to understand where an item is going, where its exact location is among other items, while on a conveyer or passing through a read zone, opens up the door for application use of RFID that's well beyond the supply chain, manufacturing and simple asset tracking. Enterprises such as airlines and airports, large package and postal service companies, and others can benefit from the use of the Intelligent Tag Radar."

Alien's software for the patent pending ITR can be downloaded by existing and new customers starting June 30 from the Alien Partner Portal. The new firmware includes an updated Software Development Kit with sample code for several of the applications described above. For more information about the Alien reader portfolio and the ITR software upgrade, including datasheets and pictures, go to www.alientechnology.com/readers

About Alien Technology

Founded in 1994, Alien Technology is a leading technology and product provider of UHF Radio Frequency Identification (RFID) Integrated Circuits (IC), tags, readers and professional services. Alien Gen 2 products, along with software solutions from partners, help solve business problems for customers to improve productivity, processes, security and asset tracking for closed-loop and supply chain systems. These solutions are currently implemented in industries such as consumer packaged goods, retail, manufacturing, transportation, airports and cargo logistics, government and defense, and more. Alien's patented Fluidic Self Assembly (FSA®) technology and related proprietary manufacturing processes are designed to enable the manufacture of high volume, low-cost RFID tags. Quatrotec, Inc., a wholly owned subsidiary of Alien Technology, is a specialized professional services and technology firm that provides complete solutions to meet the sophisticated requirements of the transportation industry. Alien's facilities include corporate headquarters in Morgan Hill, CA; RFID tag manufacturing facility in Fargo, ND; the Alien RFID Solutions Center in Dayton, OH; Quatrotec's offices at the San Francisco International Airport (SFO); and sales offices in the US, Europe and Asia. Alien is a member of EPCglobal. For more information please visit www.alientechnology.com

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