



TURN YOUR SUPPLY CHAIN INTO A COMPETITIVE WEAPON

One Source For All Your RFID Needs



**ActiveWave's RFID
To Get Ahead & Stay Ahead**

We've Got You Covered



In today's competitive business environment, the stakes are high when it comes to managing the supply chain. Your inventory gets too big, you lose profits. Your inventory gets too low, you lose sales. Your supply chain pipeline ends, your business screeches to a stop.

What if you didn't have to worry about supply chain miscalculations and disruptions? What if you could track every object you have in stock, sense changes and respond quickly?


That's the promise of ActiveWave's radio frequency identification (RFID) solutions. Ours is a business strategy that gives you virtually total knowledge of the past, present and future of everything going in and out of your company.

With that kind of intelligence at hand, you improve availability on warehouse and store shelves. Respond to consumer demand faster. Transform the way you forecast and manage inventory and distribution. With a fast, responsive and flexible supply chain, you cut costs and improve operational efficiency, while delivering value to your end consumer.

At ActiveWave, we're executing an end-to-end RFID solution strategy from business case to pilots, implementation and rollout. Our approach is much different than other providers, in that we not only manufacture RFID components, such as tags and readers, but we're integrators and consultants as well. We do it all. Our staff of dedicated RFID hardware and software engineers designed ActiveWave RFID from the ground up. That way we provide you with both the technology and the entire integrated solution to meet your specific needs.

Think of us as your Single Point of Contact (SPOC) in RFID. That's important, because we believe RFID isn't just about physical hardware, tags and readers. It's also about the delivery of the data an RFID solution provides, and how that data integrates with your existing business processes.

Which is where we excel. Through our flexible, scalable and integrated solution framework and services, ActiveWave reduces the complexities associated with implementing a comprehensive RFID solution. We can lead your business through the entire process, from start to finish, in a variety of applications: **Inventory control, Container/pallet tracking, Manufacturing lines, Equipment/personnel tracking in hospitals, Car tracking in rental lots, Parking lot access and control, Fleet maintenance and ID badges**



Tracking Everything Everywhere, In Real-time

ActiveWave's RFID solutions allow you to envision a real-time, 360-degree view of information flow within your store, facility or parking lot. You know what products or vehicles you have and where they are located. This provides increased visibility of on-hand availability and more accurate inventory, while helping improve shelf management and sales potential.

In retail stores using case- and item-level RFID tagging, ActiveWave can help you prevent selling-floor and back-room shrink, and automate shelf-level management to drive down costs. You can even empower customers to conduct self-assisted checkout while they shop instead of waiting in long checkout lines.

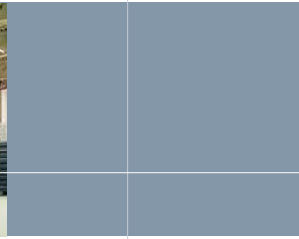
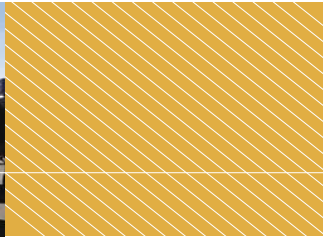
Beyond inventory visibility, you can even track where your employees are within your facility—and the tasks they are performing—in real-time.

Commercial, government and private fleets can collect, track, monitor and report data for operations and maintenance of vehicles. Hands-free, paperless applications can allow gate access, fueling and weighting operations to be easily and securely automated.

ActiveWave identification technology can provide independent, non-stop systems for parking, security and access control. Businesses and communities can control access, authorize security, and administer monthly parking fees automatically.



Advantages Of RFID And ActiveWave



The basic concept behind RFID is quite simple: Attach a small radio antenna to a microchip and implant it in anything that needs to be read, scanned, monitored, warehoused or alerted. When the RFID tag is activated by a reader device, it transmits information from the chip to a central computer system.

Unlike barcodes, which need to be scanned manually and read individually (you have to actually see a barcode in order to read it), RFID tags do not require line-of-sight for reading. Within the field of a wireless reading device, it is possible to automatically read numerous tags a second.

Taking these benefits even further, ActiveWave provides many technical advantages over other RFID solutions:

Extended read range - A single RFID reader can read up to 279 feet and covers up to 245,000 square feet of floor space.

Long life and highly durable - Our exclusive design brings you the advantages of RFID technology, combined with long life and low cost.

Multi-tag capability - Our tags employ anti-collision logic to assure each tag's information is read, even when multiple tags are attempting to transmit concurrently.

Compact readers - Our RFID readers are designed with the latest technology with optional wireless links to the host computer.

Simplified installation - Our intuitive software and hardware design simplifies the installation and interconnection of ActiveWave system components.

User friendly - Host software uses familiar Microsoft® Windows® ME, 2000 and XP.

A Road Map For Getting Started

ActiveWave has a strong record of working closely with retailers and manufacturers to deliver comprehensive services and superior technology to meet their needs. Starting with our technology framework of tags and readers, we provide a highly flexible and scalable environment that will be viable for years to come. Our service capabilities for RFID range from strategy to implementation and maintenance.

And we can pull it all together to help you build an RFID solution that scales to meet your future needs and demands. By acting now, you can begin to recognize incremental benefits in your business and supply chain, from increased operational efficiencies to transformed customer experiences. With ActiveWave's RFID solutions, you can turn your supply chain into a competitive weapon.