



# The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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## Special SCAN: The DATA CAPTURE Report Reprint

### Intelleflex Is Back And Stronger Than Ever

Early in 2009, **Intelleflex**, a vendor of extended capability (BAP—battery assisted passive) RFID, dropped its marketing focus, brought in a new CEO, Peter Mehring, and adopted an engineering-only business model. Today, the company is back and stronger than ever with a new product for the cold chain.

Citing the “dreaded rotten strawberry” as an example, Intelleflex Sr. Director of Marketing, Kevin Payne, said the company’s TMT-8500 Temperature Monitoring Tag is the answer to what has become a \$9-billion shrink problem for consumers, growers, distributors, and retailers.



*Kevin Payne, senior director of marketing, Intelleflex.*

The TMT-8500 is based on the **ISO C3** (ISO 18000-6.1 C Chapter 11) and **EPCglobal** Gen 2 Class 1 protocols, with extended memory (60kbits) for data storage, and a microcontroller temperature sensing application. Support for the ISO and EPCglobal protocols enables the TMT-8500 to provide extended RFID capabilities including enhanced read/write sensitivity

equating to read ranges in excess of 100 meters, superior battery power management, and the full functionality and configurability of a microcontroller-based temperature sensing application. The TMT-8500 is configurable for both single use and multiple-use applications.

“We are no longer just an ‘RFID’ company,” Payne told *SCAN/DCR*. “We are a solutions company.”

Intelleflex is focusing on four markets”

- Cold chain/perishables
- Pharma
- Asset management—construction, harvesting, ports, and docks
- Safety/security.

On November 16, Intelleflex introduced two new additions to its product family. The HMR-9090 Handheld Reader and FMR-6000 Fixed Reader work with Intelleflex tags to enable wireless, on-demand, product-level monitoring by providing the ability to read at distances up to 100 meters or through RF-challenging environments that include metals, liquids, and inside packages and containers. Utilizing Intelleflex XC3 Technology™, the suite of products is based on the ISO/IEC 18000-6 and EPCglobal C1G2 RFID multi-protocol standards and is designed for temperature monitoring, asset tracking, and other applications.

“These readers will support our efforts in multiple markets with specialized needs—particularly in

long-range reading and capture of temperature information,” said Tom Reese, Intellex senior director of business development. “They are ideal for tracking/monitoring temperature sensitive biologics in the pharma sector. They will also provide valuable information in the global perishable food chain...a place that currently has almost no visibility. Spoilage can damage branding, create safety risks, cause lost revenue, and create the need for massive recalls.

Continuing, Reese told us, “Biologics can be damaged by severe temperature changes. Afterward, they may look the same, but the potency is completely changed. This can have severe repercussions with respect to patient care. Our products can change all this. We can embed our tags in med containers/boxes and then fill the container with gel packs. Without opening the container, users can identify what is inside at distances up to 10 feet. Reading through the liquid gel packs is not a problem. Our new products are game changing.”

Many grocers currently use a first-in-first-out (FIFO) system for perishable inventory rotation. Reese said the better way is FEFO (First Expiry, First Out). Since shelf life is a function of temperature control, distribution centers can implement a FEFO inventory system utilizing shelf life prediction. This provides the ability to quickly reroute products with a shorter shelf life to nearby locations and products with a longer shelf life to more distant locations—ensuring better product quality and higher revenues. FEFO can reduce shrink by as much as 12%. A 1% reduction can save \$1,173,555. Once again, Intellex technology can facilitate all this. [Stayed tuned for more on the Intellex comeback in future issues of *SCAN/DCR*.]

For more information: **Intellex Corporation**, Santa Clara, CA, PH (877) 694-3539, Email: [info@intellex.com](mailto:info@intellex.com). **SCAN**



**Tom Reese, senior director of business development, Intellex.**

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- Bar coding, 1-D & 2-D symbologies
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- Magnetic stripe
- OCR products
- Voice recognition systems
- Vision systems, video scanners
- EDI
- Smart cards
- Biometrics
- Application software
- Peripherals or supplies for the above

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**Editor:** Rick Morgan  
PH (814) 866-1146  
[rickm@scandcr.com](mailto:rickm@scandcr.com)

**Founding Editor:**  
George Goldberg

**Publisher:**  
RMG Enterprises, Inc.  
4003 Wood St.  
Erie, PA 16509  
PH (814) 866-1146  
[rickm@scandcr.com](mailto:rickm@scandcr.com)

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