

## Intellex-Sponsored Webinar to Address Tracking, Tracing and Quality Monitoring of Perishable Foods Throughout the Cold Chain

*Food Logistics Magazine to Host Panel on Use of RFID Technology in Food Safety*

**SANTA CLARA, Calif. – Feb. 9, 2011** – Intellex, a leading provider of [on-demand data visibility](#) solutions, will sponsor a webinar on food safety hosted by [Food Logistics Magazine](#) on Wednesday, March 2, 2011, 12:00-1:00pm EST. The complimentary webinar will address how RFID (Radio Frequency Identification) can be used in tracking perishables throughout the cold chain to improve product traceability and address regulations of the recently enacted [Food Safety Modernization Act](#).

### Event Details

- **Session Title:** [“Perishables Traceability and Quality: Cost-effectively Addressing Regulations with RFID”](#)
- **Session Description:** The recent passage of the Food Safety Modernization Act will directly impact the tracking, tracing and quality monitoring of perishables throughout the cold chain. This webinar, hosted by [Food Logistics Editor Katherine Doherty](#), will describe how pallet-level, in-transit temperature monitoring is being utilized by the State of Hawaii and others to: 1) cost-effectively address new regulations, 2) improve product traceability, and 3) increase quality of perishables and profitability for growers, packers, shippers and retailers.

**Date and Time:** Wednesday, March 2, 2011, 12:00-1:00pm EST

### Panelists

- **Katherine Doherty, Editor-in-Chief, Food Logistics.** Ms. Doherty has 25 years of experience in reporting on new developments and processes for monitoring food safety.
- **Dr. John Ryan, State of Hawaii, Department of Agriculture.** Dr. Ryan specializes in closed-loop quality control systems employing real-time traceability and is currently implementing Hawaii’s RFID traceability and State Food Safety Certification system.
- **Mike Nicometo, Principal, EmpowerTech.** Mr. Nicometo is an expert in cool supply chain management and former director of Global IT/IS for Cool Chain Group AG.
- **[Peter Mehring](#), CEO, Intellex .** Mr. Mehring leads Intellex in the development of state-of-the-art systems for monitoring food quality throughout every step of the cold chain.

**To Register:** Click [here](#) to register for the webinar.

### About Intellex, Inc.

Intellex provides on-demand, [data visibility solutions](#) for cold chain and asset management. Based on [ISO/IEC and EPCglobal standards](#), the company’s XC3 Technology™ powers Extended Capability RFID™ products and technologies that enable a range of solutions for perishable food and pharmaceutical temperature monitoring, asset tracking for construction and other remote worksites, vehicle/yard management, security and access control, and other applications. These solutions deliver real-time monitoring that can help organizations reduce shrink or loss, more closely

track and manage assets, reduce their cost of operations, and increase profitability. For more information, visit [www.intelleflex.com](http://www.intelleflex.com).

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