

Intellex Wins “Best in Show” Award at RFID Journal LIVE!

RFID Readers and Tags Recognized for Exceptional Performance in Reducing Loss of Perishables

SANTA CLARA, Calif. – Apr. 15, 2011 – Intellex, a leading provider of on-demand data visibility solutions, announced today it has won the *Best in Show* award at RFID Journal LIVE!, the leading industry conference and exhibition dedicated to the use of RFID (radio frequency identification) technology. A team of judges from industry, research, and academia recognized the company’s fixed and mobile, multiprotocol readers and temperature tags for excellence in monitoring the condition of perishable foods and pharmaceuticals under a range of rigorous conditions and for providing actionable data to take corrective action.

The panel of judges recognized Intellex XC3 Technology™ multi-mode readers and tags for their innovative battery-assisted passive RFID technology, which equals or exceeds the performance of active RFID, while substantially reducing costs. Intellex readers and tags support both the ISO/IEC 18000-6:2010 standard for Class 3 battery-assisted passive RFID, and the EPCglobal C1G2 standard for passive RFID.

Intellex RFID readers and tags are also distinguished for their ability to reliably read and write in RF-unfriendly environments including metals, liquids, or with items in motion. The company’s products enable condition monitoring of individual products on loaded pallets or totes from a range of up to 300 feet and can penetrate packaging, allowing operators to make informed decisions on product shipment, inventory and rotation that can reduce shrink in perishable foods and guarantee efficacy of pharmaceuticals.

“Once again, we had many innovative new products on display at RFID Journal LIVE!, but Intellex rose above the rest with a solution that promises to deliver significant benefits to businesses and other organizations,” said Mark Roberti, RFID Journal’s founder and editor. “With Intellex’s temperature-monitoring RFID applications, growers, producers, shippers, warehouseers and retailers can cost-effectively monitor and verify the freshness or efficacy of their products all the way from product origin through final destination. This will not only reduce waste and increase sales; it will improve food safety for consumers.”

“We’re honored to be selected the winner of the *Best in Show* award,” said Peter Mehring, CEO of Intellex. “We appreciate the recognition by this distinguished group that Intellex XC3 Technology is an industry-leading solution, delivering strong value and a positive ROI for asset tracking and cold supply chain markets.”

About the RFID Journal Awards

The RFID Journal Awards were created by [RFID Journal](#) to recognize the leaders in deploying RFID technologies, and to foster adoption of these technologies by highlighting the best deployments. Each year, the editors of [RFID Journal](#) select an independent panel of judges to evaluate entries and choose the winners. The winners are announced at the annual [RFID Journal LIVE!](#) Conference and Exhibition in April. The Best of Show award is presented to the RFID technology hardware, software or service provider chosen by a team of judges at [RFID Journal LIVE! 2011](#) as the best new product or service at the event.

About Intellex

Intellex provides on-demand, data visibility solutions for cold chain and asset management. Its industry-leading XC3 Extended Capability RFID products and technologies 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 shrinkage or loss, more closely track and manage assets, reduce their cost of operations, and increase profitability. For more information, visit www.intellex.com.

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Editorial Contacts

Kevin Payne
Senior Director of Marketing
Intellex
408-200-6567
kpayne@intellex.com

Ross Perich
Trainer Communications
925-271-8203
Pr-intellex@trainercomm.com