

Intellex to Share Industry Insights at Food Logistics Forum

Frozen/Perishable Food Traceability and Quality Presentation Addresses How to Cost-Effectively Manage Regulations with RFID

SANTA CLARA, Calif. – June 6, 2011 – Intellex, a leading provider of [on-demand data visibility](#) solutions, today announced that Tom Reese, Senior Director of Business Development at Intellex, will offer insights on frozen and perishable food traceability and quality at the [Food Logistics Forum 2011](#). Combining the resources of the [American Frozen Food Institute](#) and the [Global Cold Chain Alliance](#), the Food Logistics Forum will provide logistics professionals and food industry leaders from production, foodservice, retail, and 3PL with the latest information and resources to remain ahead of the curve in the rapidly-changing logistics landscape.

A former Motorola executive with vast cold chain experience, Reese will present “Frozen/Perishable Food Traceability and Quality: Cost-effectively Addressing Regulations with RFID,” which takes place June 6, 2:30-3:30 pm, at the Westin Westminster, in Denver, Colorado. He will share use cases of organizations that are employing RFID technology to comply with regulations including the [Food Safety Modernization Act](#), while addressing issues of food traceability and quality throughout the cold supply chain.

Who: Tom Reese, Senior Director, Intellex

What: Presentation

Topic: Frozen/Perishable Food Traceability and Quality: Cost-effectively Addressing Regulations with RFID

Where: Food Logistics Forum, Westin Westminster, Denver, Colorado

When: June 6, 2011; 2:30-3:30 pm

About Tom Reese

Tom has comprehensive experience in market development, sales and engineering from startups to large enterprises. Prior to Intellex, Tom led Motorola’s Cold Chain Market Development and supported other industries including pharmaceuticals, healthcare, retail, transportation and logistics. Prior to Motorola, Tom founded a CRM software solutions company in the hospitality market.

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.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