

**Investing in RFID Seminar
RFID Journal Live! 2006
May 1, 2006
MGM Grand Conference Center
Las Vegas, Nevada**



Putting RFID to Work

May 1, 2006



Private Company Showcase/Innovators

William Colleran, President and CEO, Impinj

→ **Olavi Meriläinen**, CEO, Wisteq

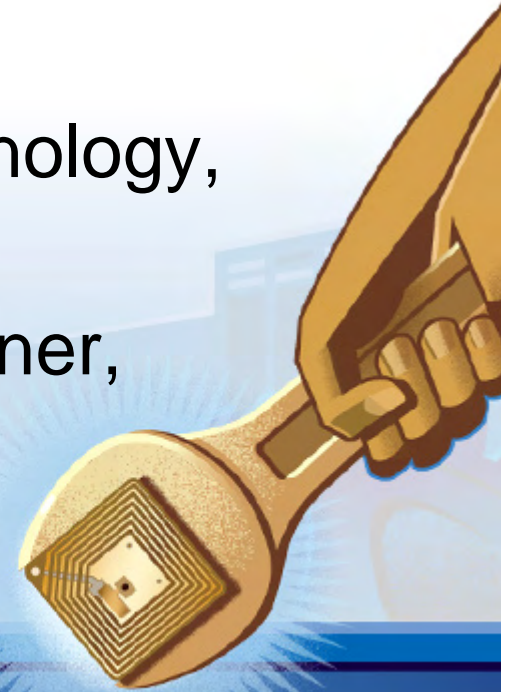
Martin Swerdlow, Chief Executive, Integrated Product Intelligence Limited

Chris Walker, Director of Imaging Technology, Preco Industries

Moderator: **Ed Schneider**, General Partner, Quan Ventures



Putting RFID to Work



Rigid tags: a billion dollar business

Olavi Meriläinen - CEO, Wisteq Ltd



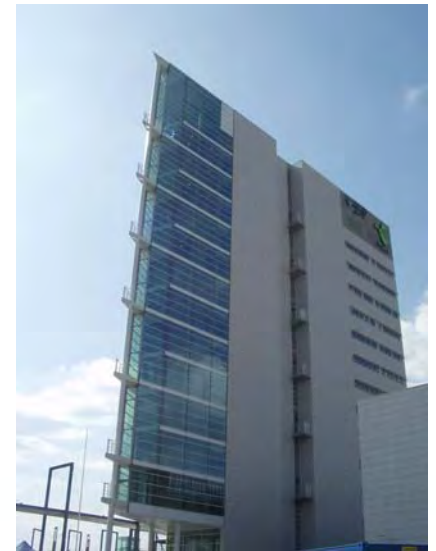
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Part of the Finnish mobile cluster

- Wisteq Ltd, founded in 2004, is globally operating company located in Jyväskylä, Finland
- The company has been founded by a group of professionals in business, electronics, logistics and industrial operations
- Core products are rigid / reusable long range RFID tags



Long range identification with passive tags

- UHF (around 900 MHz) is the technology for automated identification in logistics and industry
- Gen2 is the most important protocol
- Rigid tags: RFID is much more than labels

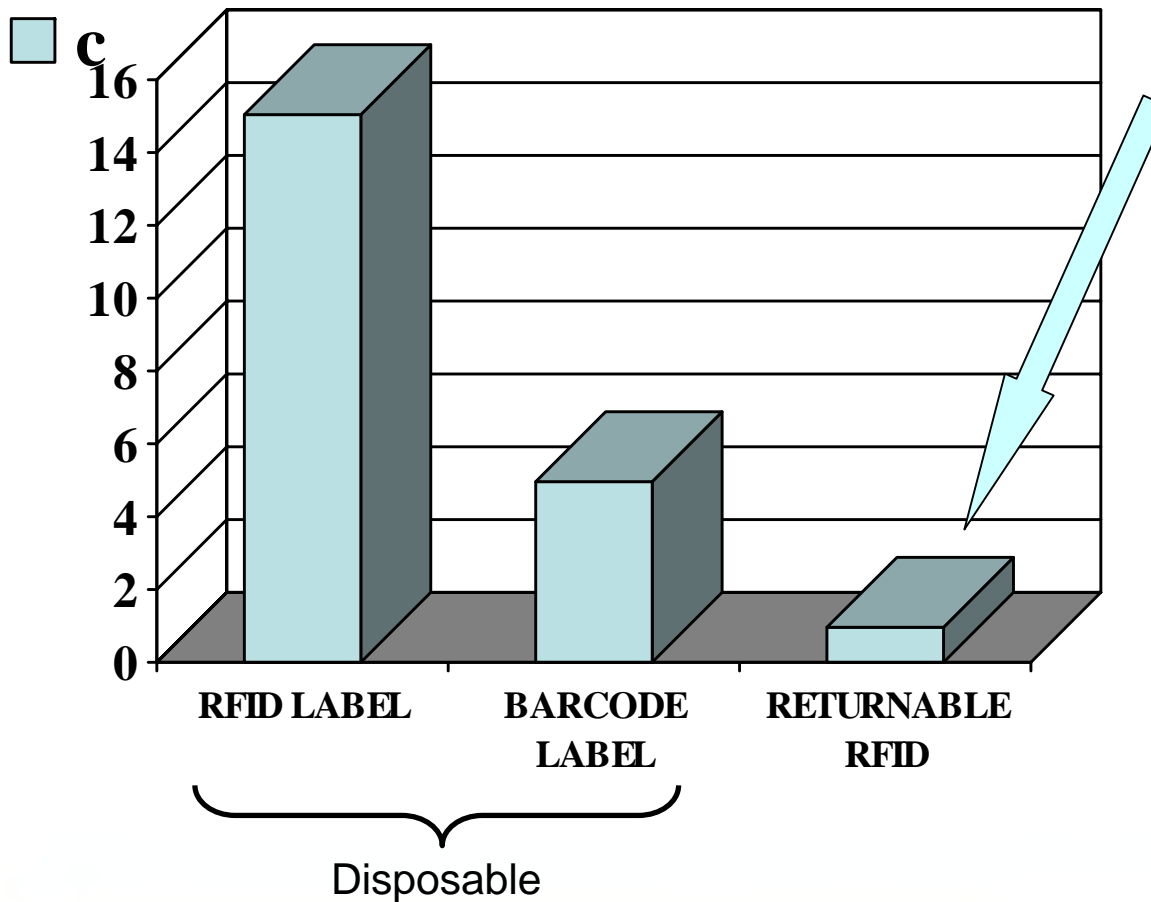
Rigid tags



Rigid tags

- Rigid tags are the solution for
 - Returnable transport items
 - Heavy duty supply chain, metallic surfaces, liquids and humid surroundings
 - Lifecycle management of components & products
- Potential for rigid tags is 50 % of the total market
- That means billions of tags and \$!

1 cent Tag : minimum cost / round

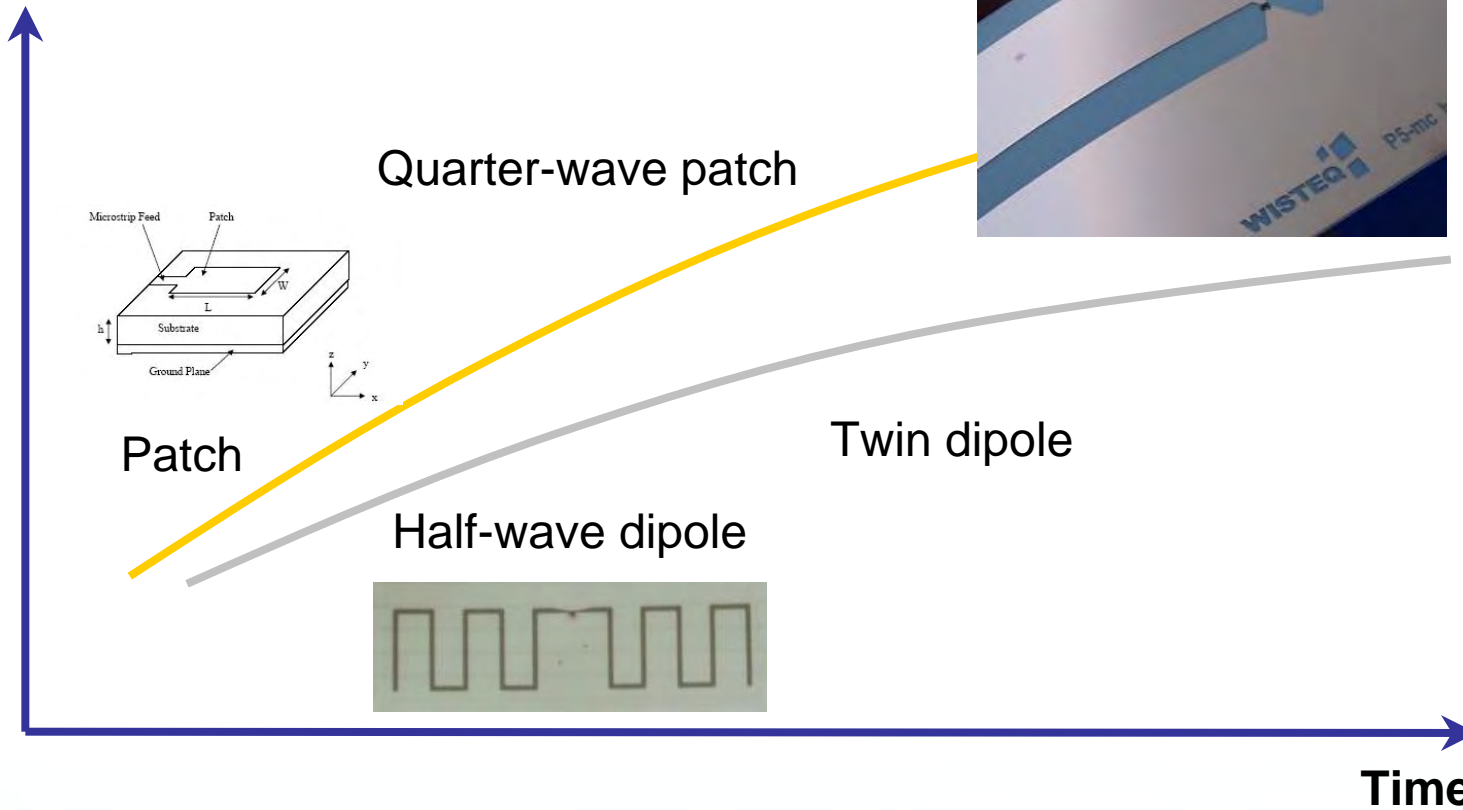


Example :
Tag is rewritten 200 times

Can be rewritten
up to 100 000 times !
Infinite number of
readings

UHF antenna evolution

Performance

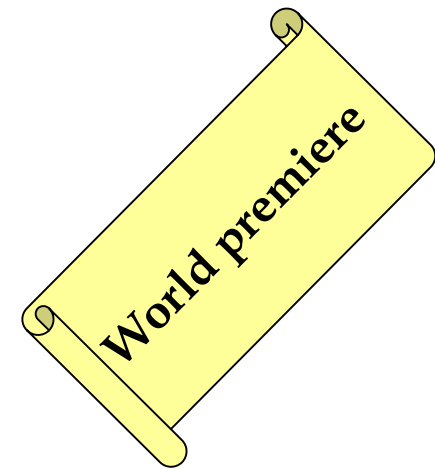
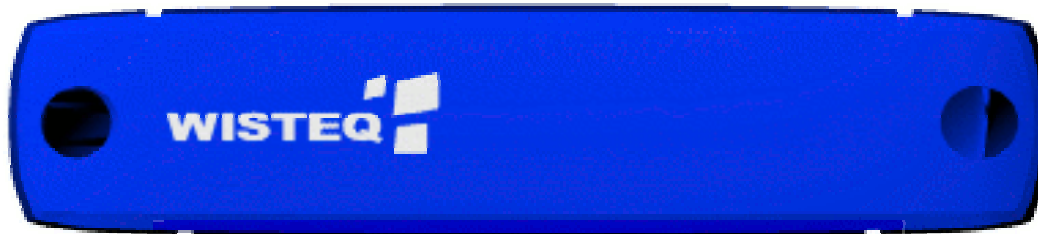


Revolution in design and antenna technology



WTUG-132

size 133 x 30 x 8 mm ~ 5 x 5/4 x 1/3 in



Benefits and features

- Revolutionary 3D micro strip antenna design
- Long range with compact size ; short and flat
- Cost optimized
- The material of the transport item does not affect the read range
- Patents pending for antenna and mechanics

Ready to ramp up

Thank You !

