

**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/Software Startups

Jonathan Golovin, Ph.D., CEO, T3Ci

Eric Peters, CEO, TrueDemand Software

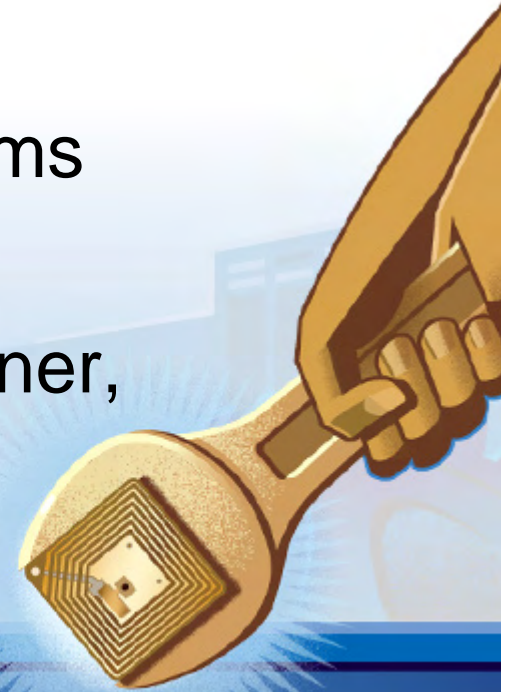
→ Marc Osofsky, Vice President, Marketing & Product Management, OATSystems

Ashley Stephenson, CEO, Reva Systems

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



Putting RFID to Work





O A T

OATSystems

Marc Osofsky
VP Marketing & Product Management



Innovation Acceleration

- 2005 • 1st RFID-centric applications
Over 70 customers
- 2004 • 50% Market Share Retailer Mandates, "Elite 8"
1st RFID Framework
- 2003 • 1st Multi-site, 100 reader scale system
- 2001 • 1st RFID Middleware
1st Field Trail of RFID in Supply Chain
OAT founded
- 1999 •  Sanjay Sarma, OAT CTO,
Founds Auto-ID Center
EPCGlobal Governor

*Making RFID Middleware Decisions in a
Evaluating RFID Middleware*

"OAT is leading the way in RFID middleware
with an impressive list of early adopter
customers."

Sharyn Leaver

FORRESTER



Management Team

⦿ Michael George,
CEO

⦿ Sanjay Sarma,
CTO

⦿ Prasad Putta,
Founder, VP Bus Dev

Investors

Matrix Partners

Greylock Partners

Company

⦿ 80 Employees

⦿ 40% Development

⦿ 30% Services and Support

⦿ Successful Bangalore, India
development and services office

News

⦿ New CEO

⦿ \$12.5M in Series B

⦿ Over \$23M invested in technology

OAT Foundation Suite Accelerates ROI from RFID



RFID-centric
Composite
Applications

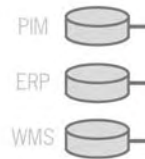


Step 3 - OATaxiom

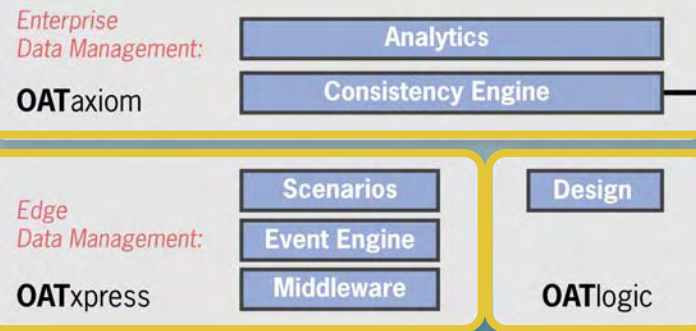
- Analytics
- Consistency
- Integrate trading partners

Step 4 – Composite Apps

- RFID-centric apps
- OATepod
- Promotions, NPIs



RFID Framework:
OAT Foundation Suite 4.5



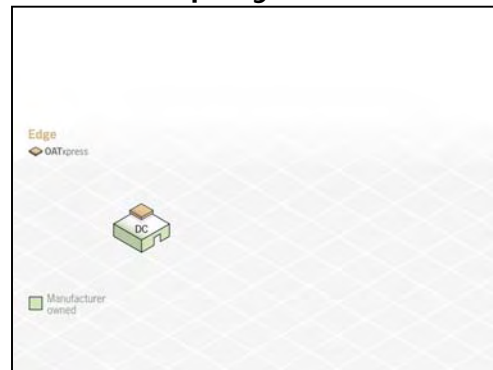
Step 1 - OATxpress

- Business context
- Edge scenarios
- Data capture

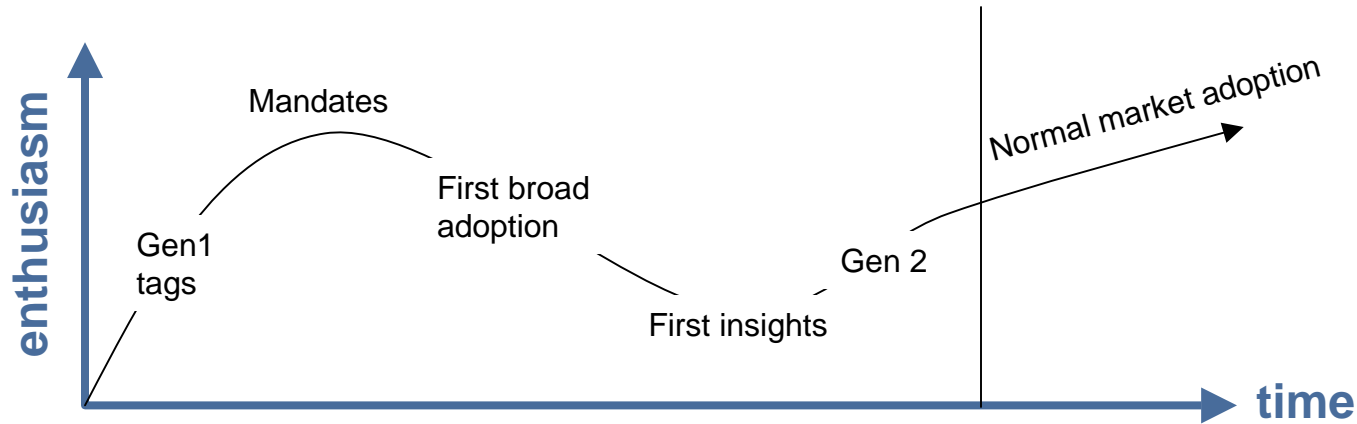
Step 2 - OATlogic

- Design environment
- Expand to mfg, multi-sites
- Lowest possible TCO

Deployment



OAT's View of the Market



- ⦿ RFID as a way to measure business processes that could not be measured before
- ⦿ Companies taking these RFID-generated insights to establish, new, higher performing business processes.
- ⦿ Deployments are now ROI-driven, with business leadership and focused on areas of highest benefit