

**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

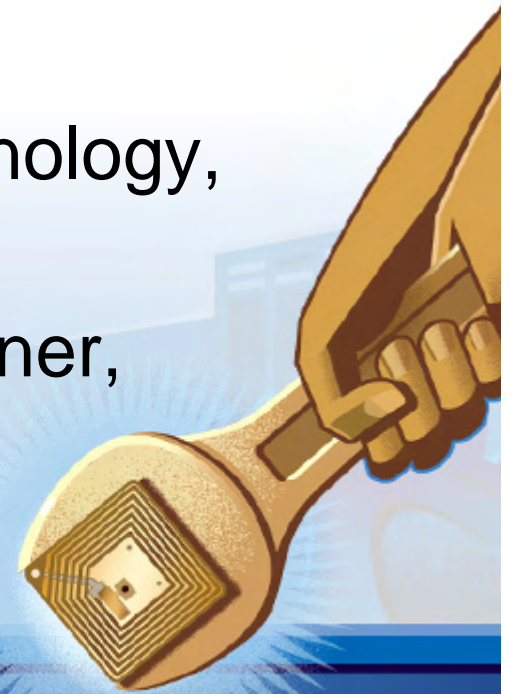
→ **Martin Swerdlow**, Chief Executive,
Integrated Product Intelligence Limited

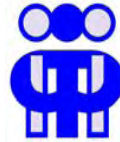
Chris Walker, Director of Imaging Technology,
Preco Industries

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



Putting RFID to Work





INTEGRATED PRODUCT INTELLIGENCE



Investing in RFID

May 1, 2006

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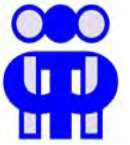
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martin.swerdlow@ipi-uk.com

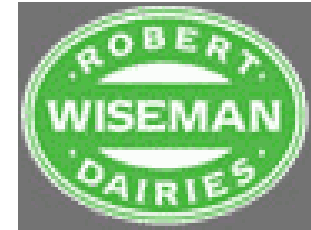
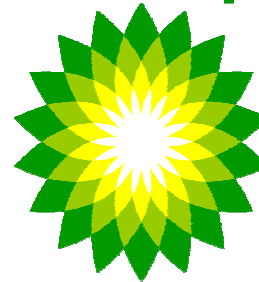


1. Unlocking the RFID market
2. The IPI Proposition
3. Solving the Near & On-Metal Challenge:
The next frontier in RFID

IPI Clients



bp



Unilever

WOOLWORTHS

DIAGEO



MARKS &
SPENCER



Dixons Group plc



Good Food, Good Life



IPI Business & Value Proposition

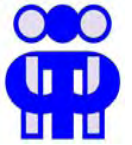


- Supporting leading companies seeking 1st mover advantage in track & trace systems for inventory & assets since early 1990s
 - Facilitated 'Programmes' that 'fast-track' understanding, experience & commitment to investment in track & trace and security solutions
 - Pilot solutions & Concept Demonstrators that build the business case for future investment
- Active in many different sectors including:
 - Retail, Distribution Logistics, CPG Manufacture, Finance, Government, Oil & Gas, Chemicals, Automotive & Aerospace
- Early successes include: Tesco, Marks & Spencer

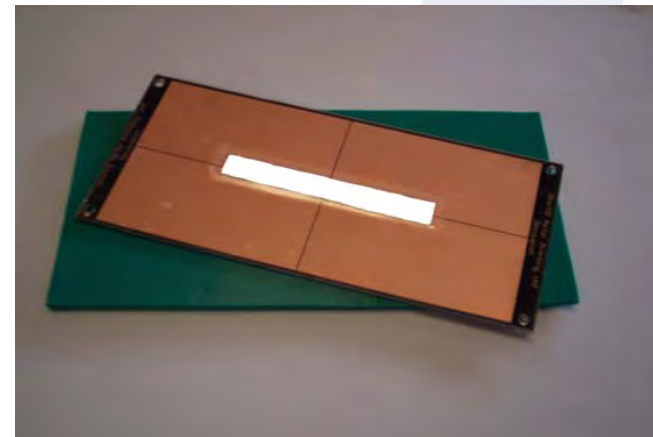
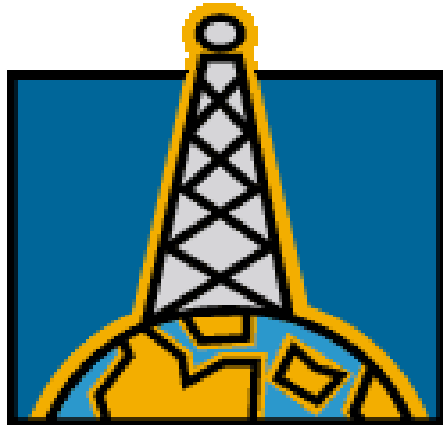
The EPC UHF Rollercoasterit is not long before you meet metal, foils & liquids



Solving the Near & On-Metal Challenge



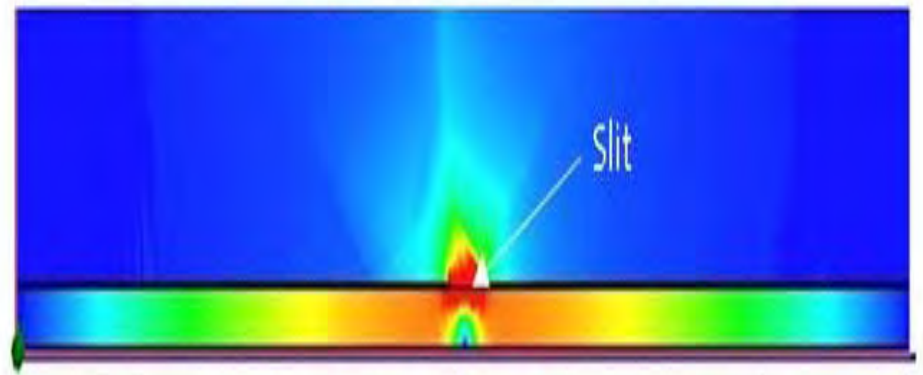
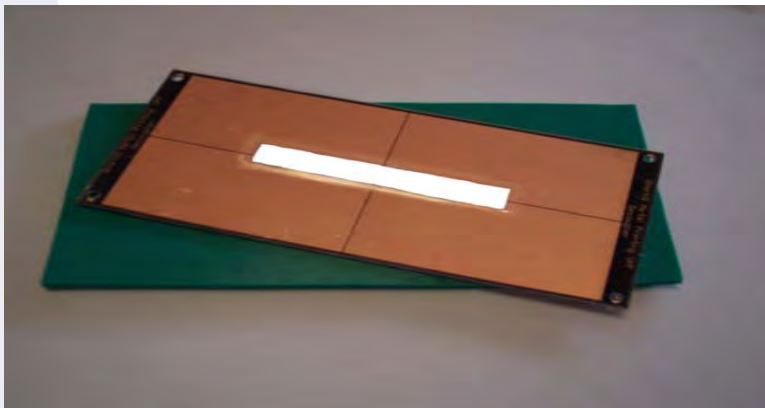
- A device providing full read range which will:
 - isolate or 'de-couple' the EPC tag from hostile effects
 - can be integrated into products, packaging & shipping containers
 - be thin & low profile
 - be low cost
- And offer differentiated technology with a strong IP position



How the Decoupler works



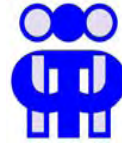
- Exploits new capability to lay down copper film & apply established optical principles
- Incoming RF energy is collected across the surface of the decoupler & channelled into slits
- The energy becomes concentrated in a resonant cavity between the front face and back of the decoupler
- This concentrated energy is re-radiated back through the slit into the tag inlay



A Major Step Forward



- Customer trials successfully underway
- Developments in progress for an innovative product family to address 'on metal' & hostile liquid applications
- Manufacturing processes being optimised
- EPC & non EPC markets targeted



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