

RFID Journal Live! 2006

May 1-3, 2006
MGM Grand Conference Center
Las Vegas, Nevada



Putting RFID to Work



Is it Evolutionary or Revolutionary?

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Putting RFID to Work





May 2, 2006
RFID Journal Live 2006

*Sirit's INfinity 510
- Is it revolutionary
or evolutionary?*



Corporate Overview

MISSION

- To be recognized as a leading developer and supplier of enabling technology driving the world's RFID applications

OVERVIEW

- Over 12 years in RFID with track record of over 2,500,000 RFID hardware units produced and shipped
- Origins as a Texas Instruments division (TIRIS - Texas Instruments Registration & Identification System)
- Publicly traded (TSX: SI)
- Recent acquisitions of TradeWind Technologies and SAMSys
- 5 offices: **US** - Dallas, Oak Ridge, Durham; **UK** – Loughborough; **Canada** - Toronto
- ISO 9001:2000 certified operations



Automatic Vehicle Identification

■ Principal activities

- Toll – sale of transponders and readers
- Toll Integration – build out high occupancy tolling systems
- Parking and Access Control Systems
- DSRC – US D.O.T. funded industry consortium for highway safety and commercial applications





RF Solutions

- **RFID moving to forefront of supply chain management and other applications** (closed-loop, product authentication, asset tracking, cashless payments)

- **Continuing developments paving way to widespread adoption**
 - Lower tag cost
 - Setting of standards (Gen 2, ISO)
 - Large users proving ROI
 - Support from Wal-Mart and U.S. Department of Defense

- **Significant strength and investment area for Sirit**
 - Complete set of reader offerings across all frequencies
 - Designed for OEM integration
 - Long history of production and operational deployments

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Today's RFID Reader Challenges in SCM

- **Physical environment challenges**
 - Dense environments
 - Local country regulations
 - Large amounts of RF interference
 - RF bandwidth is a limited resource
- **Enterprise integration challenges**
 - RFID deployments are still a science project
 - How to turn data into information
 - How to manage reader networks
 - Multiple use cases require multiple form factors
- **A new generation of RFID readers is required!**



New Reader Design Philosophy

- **Not an evolution of the existing products**
- **Designed for the enterprise**
 - **Modular architecture provides scalability**
 - **Robust platform provides visibility to reader environment and operational data**
- **Built to address challenging regulatory environment**
- **Designed as true network device**
- **Simple installation and integration**
 - **True 'out-of-the-box' experience**
- **Facilitate customization of reader to OEM specific requirements**
- **Best in class performance**
 - **Read rates and read range**

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The INfinity 510

- **Worldwide Platform**
 - **FCC, ETSI, ASIA on single platform**
 - **Designed for toughest set of regulations**
 - **Simplify global deployments**
 - **FCC only model available at lower cost**

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The INfinity 510

- **Best-in-Class features and performance**
 - **Designed for Gen 2**
 - **Full Dense Reader Mode compliance**
 - **LBT (participating in TG34 working group on ETSI recommendations for dense reader operation in Europe) with 2 synchronization methods integrated:**
 - **Over the air synchronization**
 - **Network synchronization**
 - **Considerable DSP design incorporated into platform (i.e. software radio functionality)**
 - **Designed to maximize read rates and read range**



The INfinity 510

- **Embedded Application Platform (EAP)**
 - **Up to 80MB application DRAM and 80MB application flash memory available for user applications**
 - **Designed to accommodate up to 208MB each**
 - **Resident virtual machine for Java applications**
 - **High-performance Intel® XScale® 520 MHz control processor – the fastest processor in an RFID reader today –**
 - **The platform supports operations such as advanced tag filtering, reader synchronization, triggering of conveyor gate openings, or lamp activation cues for forklift operators**



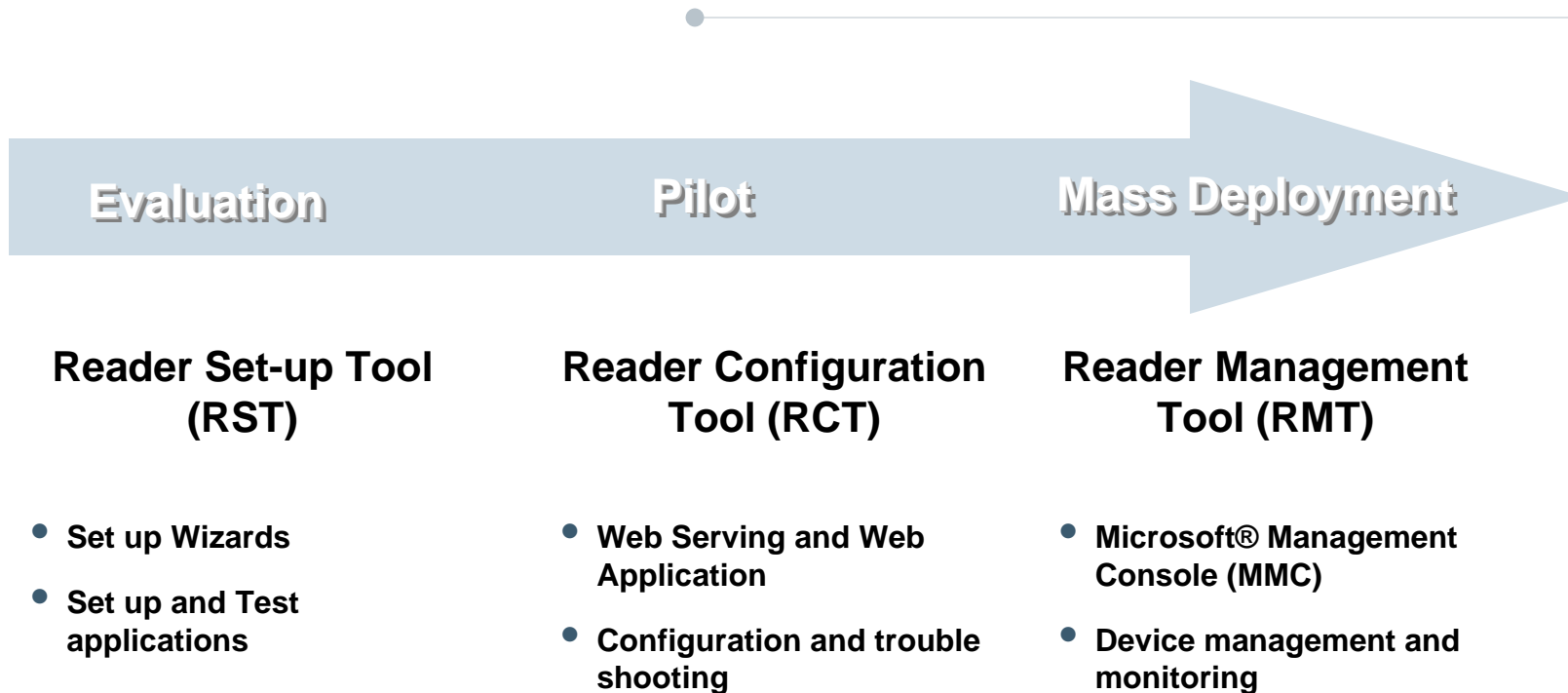
The INfinity 510

- **True Enterprise Platform**
 - **Network device designed with industry standard networking features**
 - **Configuration and maintenance tools for both small- and large-scale deployments**
 - **Installation wizards and the ability to synchronize configurations by reader profile**
 - **Real-time device monitoring and management, including diagnostic and statistical reporting tools with user-configurable alarms**
 - **Remote firmware upgrade functionality enables administrators to apply a single firmware release package to a group of readers without the need to upgrade each device manually**

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Deployment Tools



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Conclusion

- **A new generation of readers is now available through Sirit**
- **Best in class, enterprise device, the INfinity 510 meets the design objectives of next generation RFID readers**
- **The INfinity 510's modular architecture not only facilitates customization and flexibility today but allows for scalability to future products**
- **Designed for the challenges of real world deployments**



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