

LEARN HOW
TO INCREASE
VOLUME OF BUSINESS
BY EMPLOYING RFID
TECHNOLOGY!



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UHF RFID FOR AUTOMATIC WEIGHING IN SIBERIA!

Scirocco partner Vital Electronics, based in Saint Petersburg, has supplied RFID solutions for integration with weighbridges of TENRO in Kemerovo, Siberia.

During 2011 several installations were successfully completed at opencast coal mines. In such mines surface layers of the earth's crust is stripped to obtain the coal or ore.

The delivered system consists of a single R600 'Core' reader, two A100 antennas with linear polarization and the T500

'Heavy duty' tags, designed for mounting on metal surfaces and long reading ranges. All equipment performs well in the harsh mine environment and in temperatures down to -40° C.

The huge vehicles access the weighbridge from either direction and get their identity determined by reading the tag, after which the weighing process is automatically initiated. Typical reading distances are about 7m. The Scirocco readers maintain constant communication with the central system via their RS485 interface.



AMERICAN APPAREL GOES HI TECH

RFID BOOSTS EFFICIENCY OF FASHION RETAIL

American Apparel is one of the few clothing companies in the West that has bucked the trend: instead of moving production offshore, the vertically integrated manufacturer, distributor and retailer of casual clothing has kept all operations in Los Angeles.



With a California workforce of approximately 5,000 people, American Apparel is not only the largest garment manufacturer in North America. They might also be the only American company to manufacture in the U.S. and sell through their own retail outlets in China.

Despite a winning formula and highly efficient processes, American Apparel is constantly on the lookout for additional efficiencies that can help it maintain its competitive edge. With 280 retail outlets in the U.S., Canada, Mexico, Europe and Asia and 1.5 million pieces of clothing produced per

week, even a small uptick can make a big difference throughout the company ecosystem. By far the biggest advantage that American Apparel has found in recent years is RFID.

A PAPER-BASED CHALLENGE

American Apparel had long used a barcode scanning system at point of sale to trigger a replenishment of inventory from the stockroom. But as it was a manual, paper-based system requiring physical counts, replenishment only occurred twice per week. Even so, it still involved manual item counts and an average of 240 man-hours per

month. Naturally, there was also potential for human error.

RFID TO THE RESCUE

To address this issue as well as to lift sales, the vertically integrated garment manufacturer is implementing an item level RFID system. Now part way through a worldwide rollout of 280 locations, American Apparel is tracking items from advance shipping notice (ASN) receiving right through to point of sale. An RFID software solution from Xterprise, a Texas-based RFID system provider, has proven to reduce out-of-stock situations and labour costs while



substantially augmenting sales. The system — active as of early 2012 at over 100 retail outlets — employs ultrahigh-frequency (UHF) EPC Gen2 passive RFID tags to track items as they enter the store, move to the sales floor and exit via point of sale (POS). Every store is furnished with two mobile computers, which may include the Nordic ID Merlin UHF RFID Cross Dipole and Nordic ID PL3000 UHF RFID Cross Dipole. Employees use these to perform inventory checks or to locate specific items on the sales floor or in the storeroom. Items arriving from the distribution centre and leaving the store in shopping bags are recorded using fixed RFID sensors.

SALES WAY UP, SHRINKAGE AND COSTS WAY DOWN

Stacey Shulman, American Apparel's VP of Technology, has found that it takes store managers and staff several months to fully adjust to the technol-

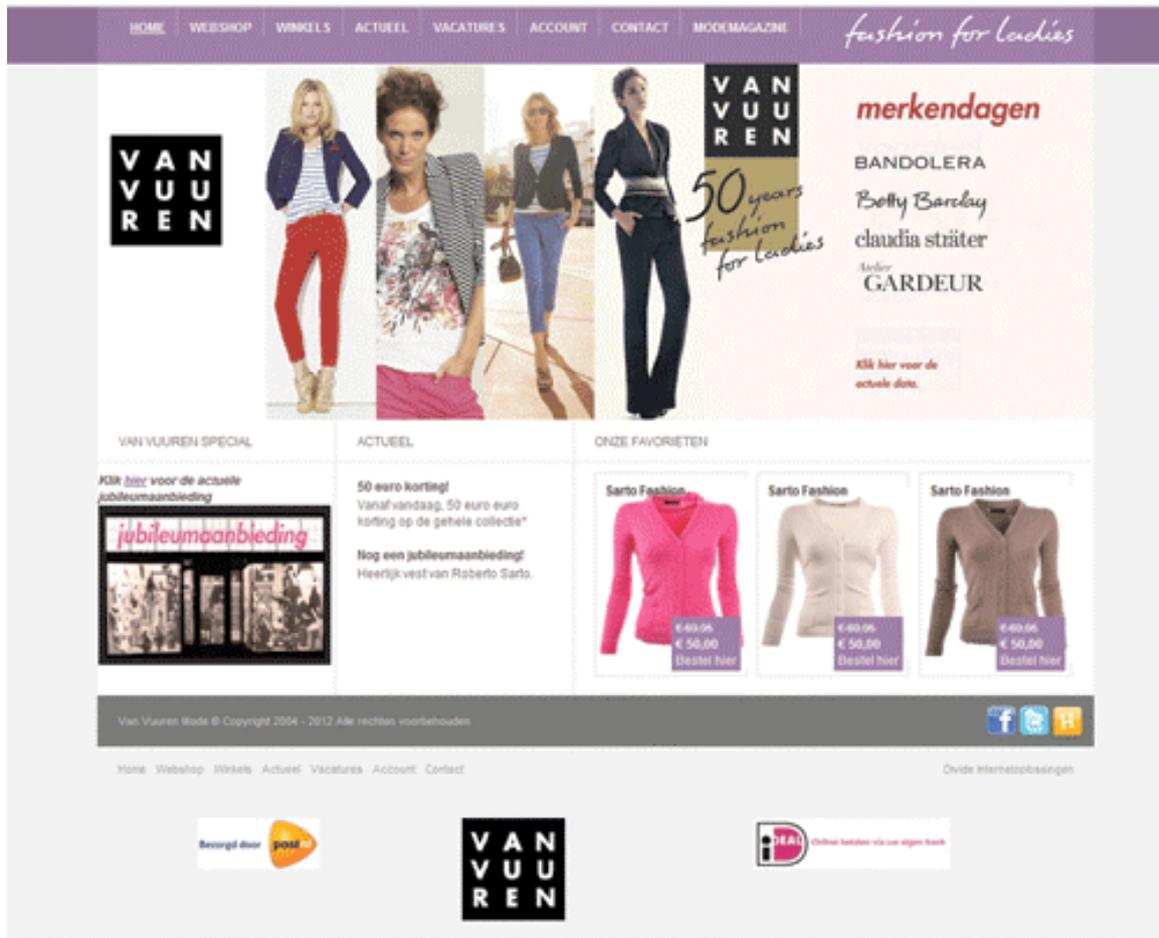
ogy. "Once managers are used to the system, they have better visibility into the flow of merchandise," she says. "It's great both from an overview perspective and also very granular." The end result is the ability for retail managers to make better decisions as well as identifying and responding to buying trends. "We have seen a sustained sales lift," says Shulman.

In fact, sales have increased an average of 14% at stores already using RFID. "It's mostly due to a reduction in out-of-stocks and higher sales staff availability", Shulman summarizes. Out-of-stocks have dropped to 1%, and internal shrinkage has also been reduced by an average of 55%. With approximately 12,000 SKUs and just one copy of each on the sales floor at a time, keeping out-of-stocks down to 1% is indeed an accomplishment.

ROI: 4.5 MONTHS

Increased sales and fewer out-of-stocks are huge benefits, but there are also major savings tied to the efficiency that comes with RFID. Each store saves approximately 185 hours or \$27,000 per month in labour, thanks for the most part to faster counting and fewer storeroom searches. Statistically speaking, the average payback on American Apparel's RFID investment is about 4.5 months per store. Shulman is impressed. "You could say that we're pleased with our investment, yes. Going into our initial pilot, we hadn't anticipated quite such a quick payback." American Apparel's experience is proof positive that RFID technology can act as a catalyst to drive lower costs, enhance supply chain productivity and deliver greater customer satisfaction.

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RFID STREAMLINES WEB STORE AS WELL AS BRICK-AND-MORTAR

VAN VUUREN MODE IMPLEMENTS RFID

Van Vuuren Mode is a chain of women’s fashion stores recognized throughout the Netherlands. The upscale retailer carries premium brands, including Taifun, Claudia Sträter, Gaastra, DFVV, Bandolera and Gerry Weber. With 26 locations plus an online store selling more than 500,000 items yearly, the fashion powerhouse was looking for further efficiencies in its business model, making it a ripe candidate for RFID specific efficiencies.

A UNIQUE WEB BUSINESS MODEL
Access to real time information and transparency will improve stock management in any Web store, but especially given the unique online business model in place at Van Vuuren Mode: whenever an order comes in

through the Web store, one of the 26 Van Vuuren locations that has the items in question will fill the order and ship it directly from the store. While distribution centres may stock dozens or hundreds of a given stock keeping units (SKU), retail locations

will often have only a handful or even just one of each item on the sales floor or in the storeroom. But fulfilling on-line retail orders from brick-and-mortar locations helps preserve a healthy sales margin, as Van Vuuren is able to leverage existing store staff to fill or-





ders rather than employing dedicated personnel at a fulfilment centre. Customers also have the option to pick the order up from the retail location of their choice, thereby saving on shipping costs and increasing the likelihood of spontaneous purchases.

RFID DELIVERS HOLISTIC OPTIMIZATION

RFID held the promise of helping Van Vuuren to optimize internal processes, especially concerning logistics.

The technology helps sales staff to quickly locate the item within the store by using a mobile RFID computer with Geiger counter functionality. It also helps in other ways. These include fast daily stock counts, simplified returns management, improved logistics in getting items to specific retail locations to fill orders for pickup, and updating the point of sale system to trigger a stock refill once an order has been filled.

To make it all work, Van Vuuren collaborated with improvement-it, a Hoofddorp-based RFID solutions provider. They started small, with a twostore pilot that implemented the Nordic ID Merlin UHF RFID Cross Dipole mobile computer.

At the distribution centre, Van Vuuren garments have always been re-labelled with a classic cardboard label including price, barcode, GER info and now an RFID tag. Because it's just an add-on to the tagging process, total costs associated with RFID tags are very low.

POSITIVE RESULTS

So far results are very good, with 98.5% read accuracy. For the full roll-out, Van Vuuren is interested in switching to the slimmer, mobile phone-like Nordic ID Morpheic UHF RFID Cross Dipole mobile computer with external antenna. There were initially some double reads with the system, ironically enough because one manufacturer,

Gerry Weber, had already discovered the benefits of RFID supply chain integration and has RFID tags sewn into their garments. Once the system was programmed to disregard this class of tag, the issue was quickly solved.

FUTURE PLANS

Van Vuuren Mode is always interested in ways to improve the shopping experience for customers, and has tested what's known as a 'smart mirror'; a computer system in the change room that displays options based on the RFID codes that it detects. For example, it might suggest a sweater to go with a certain blouse and skirt combination, or let the customer know if a different size of garment is in stock. Once the current RFID rollout is fully implemented, the retailer is interested in considering other options to improve efficiency and increase sales.

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TAGMASTER ANNOUNCE

EXPANDED PORT INSTALLATION IN SOUTH AFRICA

TagMaster, a producer of advanced RFID solutions for long range identification in access control, asset management and rail applications, has announced that the Port of Durban DCT selected its CombiTag Classic RFID tags that combine short range identification based on proximity technology by HID Global® and long range identification technology by TagMaster. This deployment at Durban DCT is the latest in a number of deployments made by TagMaster partner CAMCO Technologies at Durban Pier1 and Port Elizabeth.

This installation for Automatic Vehicle Identification (AVI) enables visibility into the port administration system to see which trucks have entered the terminal at a specific time. Since RFID cards are linked to trucking companies, when the trucks pass through the auto-gates, photo footage is linked to that specific card/tag. This has significantly assisted the management of access authorisation and security for both the customers and the Port Operator as the level of information and confirmations has increased.

The TagMaster LR-series long range RFID readers and the CombiTag Classic tags being deployed are based on TagMaster's 2.45 GHz technology and were chosen for their quality and reliability. This dual tag contains both long range identification capability and proximity reading using HID® eProx coils. For the Transnet terminals in South-Africa, both a short and a long range system were needed. The TagMaster technology al-

“By introducing the use of this Tagging system we have provided the trucking community with the ability to accurately control their fleet.”

lows the trucks to be recognized upon arrival at the primary gates without having to stop or to slow down, and a photo of the truck is taken at the time of entrance through this primary gate. At the second stage of identification, the HID Global short range technology allows the driver to be validated at the CAMCO Technologies Transaction Kiosks further in the terminal. Both technologies are essential to ensure the steady throughput of cargo.

A domestic (central) database has been established that contains over 15.000 TagMaster tags in two remote loca-

tions – Durban and Port Elizabeth, which are almost 1000km apart. With the use of the combination of RFID technologies, faster identification of trucks and drivers at both short and long distances has been achieved. The installation has resulted in an improved accuracy of data input and a higher level of security control, as tags are configured specifically in relation to the trucks, per trucking companies. “By introducing the use of this Tagging system we have provided the trucking community with the ability to accurately control their fleet. The system also prohibits any fraudulent activities



in connection with truck access as each card is unique to each truck," says ANTON Bernaerd at CAMCO Technologies.

"We are pleased to support TagMaster in the use of HID technology in the CombiTag Classic tag," said Diane Kehlenbeck, HID Connect partner program manager with HID Global. "By combining technologies with two different purposes into a single device, the end-user ultimately experiences ease of use coupled with better security controls."

"We are pleased to support TagMaster in the use of HID technology in the CombiTag Classic tag,"

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ABOUT CAMCO

CAMCO Technologies is the Belgium-based vendor of market-leading Gate Automation systems and solutions, specifically designed and developed for Container, Ro-Ro, Intermodal and Railway terminals around the world. Its extreme accurate systems and solutions help terminal operators increase their gate and terminal efficiency, productivity and safety without raising the operating costs. The company has currently over 200 installations in more than 20 countries and including terminals operators such as APM Terminals, DP World, HPH, HHLA Hamburg, Eurogate, Patrick Terminals, TIL, BNSF, Norfolk Southern, Union Pacific, CSX, Canadian National, Cobelfret, Stena Line and many more.

ABOUT TAGMASTER

TagMaster is an application driven technology company that designs and markets advanced radio frequency identification (RFID) systems and information products for demanding applications. Application areas include vehicle access control, rail bound transportation, asset management and environmental monitoring. Customers implement TagMaster's RFID technologies to increase efficiency, security, convenience and to reduce environmental impact. TagMaster markets and sells its products via a global network of partners, systems integrators and distributors. Strategic geographical markets include Europe, Asia and North America. TagMaster was founded in 1994 and has its headquarters in Stockholm. TagMaster is a public company and its shares are traded on First North stock exchange in Stockholm, Sweden. TagMaster's certified adviser is Remium AB.

**DO YOU HAVE
INTERESTING INFORMATION ABOUT RFID?**

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CINCINNATI AND GRAND RAPIDS

SEE GREEN FROM RFID-ENABLED RECYCLING AND WASTE COLLECTION OPERATIONS

UPM RFID and Cascade Engineering have helped the cities of Cincinnati, OH, and Grand Rapids, MI, turn trash into cash, using RFID technology to optimize critical waste management processes and generate cost savings. The two municipalities are combating the problem of growing waste volumes by motivating citizen behavioral change with incentive-based recycling programs and pay-as-you-throw pricing.

Cascade Engineering's RFID system for the waste management industry consists of three components: two-wheeled recycling and trash containers mounted with RFID Xtreme tags™ from Xtreme RFID, an on-board truck data collection system with RFID readers and antennas from Capturit™ mounted in the hopper and an industrial PC with optional screen and GPS and GSM transceiver placed in the cab, and back office software.

The RFID system is built to withstand heavy usage. The company's Xtreme tags™, which are powered by http://www.upmrfid.com/rfid/upm_uhf-rfid-products UPM ShortDipole™ high performance UHF inlays from UPM RFID, snap securely in place below trash cart lids, are guaranteed to last 10 years and perform in extreme temperatures and weather conditions. The truck system withstands continual impact and daily usage. When sanitation crews collect consumers' garbage and recycling, the truck's RFID readers and antennas capture tag data, recording the time and GPS coordinates as well as weight of the pickup. Meanwhile, drivers can record missed pickups using the onboard computer. That information can be used to automate data collection and billing, while also providing

"We look to partner with best in class companies who share a passion for sustainability and innovation. UPM RFID is the right partner to help us positively impact the environment by reducing the amount of waste going to landfills and a vehicle that allows us to help our customers achieve their waste diversion goals"

municipalities with powerful insights they can use to enhance service, from answering customer queries about pickups to fine-tuning driving routes.

"We look to partner with best in class companies who share a passion for sustainability and innovation. UPM RFID is the right partner to help us positively impact the environment by reducing the amount of waste going to landfills and a vehicle that allows us to help our customers achieve their waste diversion goals", says Mike Lewis, Business Unit Manager, Xtreme RFID.

In Cincinnati, the implementation of RFID-based recycling system has increased citizen recycling participation from 40 to 79% to 18,000 tons, and grown recycling volumes by 49% dur-

ing years 2009-2011, saving \$930,000 in waste disposal and labor costs. The city of Grand Rapids is now extending RFID technology to waste collection, implementing usage-based pricing for the city's 60,000 residents and using GPS and RFID data to plan sanitation crew driving routes for optimal operational and fuel efficiency.

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BELGIAN CONSTRUCTION GIANT FABRICOM IMPLEMENTS RFID ASSET TRACKING

A FLOCK OF NORDIC ID MERLIN HF RFID MOBILE COMPUTERS DEPLOYED TO TRACK 92,000 ASSETS

With tens of thousands of tools located in 6 depots across the country, Belgium's leading construction services company Fabricom wanted more transparent, real-time visibility of the movement of materials and supplies. RFID tagging was chosen as the method to increase efficiency and optimize utilization rates, ultimately helping to provide better customer service.

Last year Fabricom, part of the GDF Suez group of companies, embarked on an initial RFID implementation to track 92,000 tools and assets of different kinds. The company centrally allocates tools to its various divisions on an internal 'rental' basis. The system works well, but with 6 tool depots and dozens of projects on the go at any given time it is fraught with logistical challenges. Tool identification was especially challenging, as engraved ID numbers would become illegible. Given that correct identification is paramount

for proper life cycle management, especially considering that some tools regularly need to pass inspections, Fabricom knew that a better tool management system was essential.

PHI DATA BRINGS IN GLUE EXPERTS

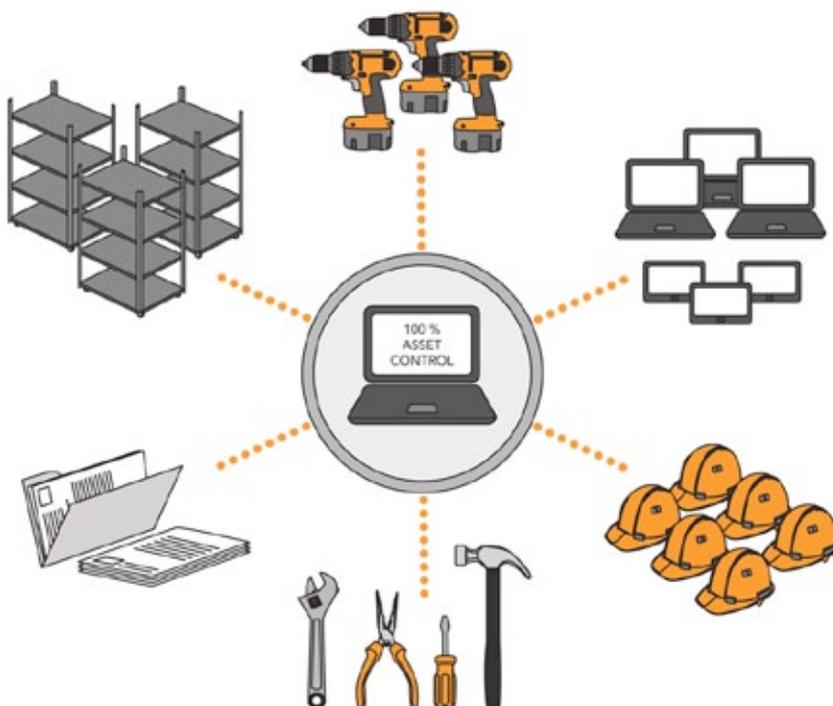
To spearhead the project Fabricom selected PHI DATA, a Belgian leader in AUTO-ID integration and asset tracking expert. PHI DATA's first step was to perform an extensive study on suitable tag types, frequency, shape and affixing method.

The process involved subjecting tags to intense testing, including submersion in water and oil, wrenching and hammering. In the end Fabricom selected three types of HF tags for accurate close range reading, each to be used on a different group of assets ranging from power drills to compressors, ladders, scaffolding and safety gear such as snaps, hooks and D-shackles.

"A big challenge was finding a quick, fail-safe method of attaching tags," says Erik Cotman, Business Development Manager, RFID & RTLS at PHI DATA. "We ended up developing custom metal tags and bringing in glue experts. You can't wait 20 minutes for glue to dry before moving tools when you're tagging 92,000 of them." So far about 10,000 high value items such as generators, jackhammers and saws have been tagged.

NORDIC ID: BEST CHOICE

In addition to the SAP module, Fabricom's new system consists of bespoke software created by PHI DATA, and Nordic ID Merlin HF RFID mobile com-



puters. For the past three years PHI DATA has relied almost exclusively on Nordic ID for accurate scanning in RFID implementations.

“We have built an RFID business unit separate from our mobility unit,” explains Cotman. “As you can imagine we have become quite discerning when it comes to RFID equipment. Most RFID terminal manufacturers add RFID to existing barcode terminals. But Nordic ID products are built from the ground up to read RFID. The result is better performance than you find with most any solution on the market today.”

There are 30 Nordic ID Merlin HF RFID mobile computers currently in use at Fabricom, busy loading tagged assets into the company’s enterprise resource management system. The units are also equipped with barcode reading capability, as this is a requirement in shipping assets to different sites.

By tagging all assets, Fabricom will have real-time visibility into where the tools are and have gone. Once the model is proven, Fabricom intends to extend RFID tracking beyond depots to construction sites and other project locations. Crates in which tools are packed will have their own RFID tags, and a Wi-Fi based system will give Fabricom real time access to all tool movement in and out of depots and construction sites.

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LEO INNOTECH AND UPM RFID IMPLEMENT LARGE-SCALE ITEM-LEVEL RFID SOLUTION FOR APPAREL WAREHOUSE OPTIMIZATION IN CHINA

– Leo InnoTech (LIT) and UPM RFID have carried out one of the largest item-level RFID implementations for a Chinese apparel company, with six million apparel items tagged annually. The solution focuses mainly on warehouse logistics optimization, benefiting the apparel company with significantly lower labor costs and fast delivery. Leo Paper Group (LPG), LIT’s parent company, supplies the printing and lamination of RFID hang tags with embedded http://www.upmrfid.com/rfid/upm_uhf-rfid-products UPM DogBone™ and http://www.upmrfid.com/rfid/upm_rfid-product-selector UPM ShortDipole™ UHF inlays from UPM RFID.

Leo InnoTech (LIT) has set up a patented solution with gate-in and gate-out tunnels: apparel is passing through accurately and reliably at an average 350 items within 20 seconds. For hanging garments, LIT has setup a 70-meter long automatic conveyor system, where garments are classified and controlled to 28 gates using RFID technology at a speed of 60-90 hanging garments every minute.

Using RFID technology in warehouse management, the apparel manufacturer will achieve substantial savings in labor costs. Meanwhile, when apparel items are passing through outbound logistics accurately and without delay, retail customers receive fast and correct deliveries to ensure better customer service. When misshipments and rush deliveries can be avoided, transportation resources are used more effectively and with lower impact on the environment.

LIT specializes in RFID and interactive technologies, providing total solutions for warehouse re-engineering using RFID technologies. The company provides consultation, RFID equipment sourcing and middleware, warehouse management software, and RFID hang tag and total system integration.



“We were very pleased to cooperate with UPM RFID in this apparel project. Their high-performance UHF RFID tags embedded into hang tags provide a stable and reliable implementation, which is vitally important in a large-scale, item-level RFID solution,” comments Kit Lee, VP & GM, Leo InnoTech.

“It’s been a great pleasure to work with Leo InnoTech on this apparel project. I anticipate more and more local apparel brands implementing RFID in China in 2012. This project shows that http://www.upmrfid.com/rfid/upm_rfid-apparel-brand-protection

apparel companies can achieve a positive ROI with the correct selection of UPM RFID inlays supported by an intelligent software and hardware solution. This is a really good start to a successful business partnership between Leo InnoTech and UPM RFID,” says Edward Lu, Sales and Marketing Director, APAC, UPM RFID.

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UPM RFID AND WALDEMAR WINCKEL TO PROVIDE NFC TAGS THROUGH TOUCH2GO NETSTORE

UPM RFID and Waldemar Winckel, one of Europe's leading RFID label manufacturers and system integrators, have entered an agreement on the delivery of UPM RFID's NFC inlays through the 'Touch2go' online netstore.

For the NFC products available at www.touch2go.biz, Winckel uses reliable, high-quality www.upmrfid.com/rfid/upm_nfc-rfid-products UPM RFID inlays including UPM BullsEye™, www.upmrfid.com/rfid/upm_rfid-product-selector UPM Circus™ and UPM RaceTrack™.

Touch2go enables small companies, start-ups and entrepreneurs to utilize NFC technology so they can take off with the fast-growing NFC ecosystem, introducing multiple NFC applications to customers interested in moving forward with NFC platforms. Depending on their needs, they can order various NFC products as self-adhesive or hang tags, posters, postcards or on-metal tags for marketing, loyalty applications or customer promotions. Through Touch2go, customers can purchase an extensive variety of NFC tag products, in small quantities or big volumes.

The NFC products from Winckel can be used across a range of application

areas including brand protection, marketing, location-based services, loyalty programs and mobile payment.

Winckel also supplies NFC products from the 'identitytag' series and offers consulting services for NFC solutions to companies under their 'identysys' business line.

"These truly new possibilities, together with the continually growing number of NFC-compatible devices, phones and tablets, are transforming NFC into a wide-scale and fast growing technology platform".

"Everyone is talking about NFC. Many are asking how they can use this technology for their own purposes. Our new web shop is fuelling the development of NFC solutions. Anyone can afford our labels – even small restaurants, web shops or merchants. Tapping an NFC tag with your NFC device makes it possible to download websites, videos, music or specific product information – or simply infor-

mation about the location or objects," comments Jörg Bald, CEO, Waldemar Winckel.

"These truly new possibilities, together with the continually growing number of NFC-compatible devices, phones and tablets, are transforming NFC into a wide-scale and fast growing technology platform. NFC is set to become the

most interesting, 'touching', measurable and truly beneficial marketing tool for companies, regardless of their business size. Through Winckel's new NFC tag web shop and with the solution expertise they offer, this trend will be widely accessible by companies everywhere

in Europe," explains Mikko Nikkanen, Business Development Director, UPM RFID.

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TAGMASTER SELECTED BY THALES DEUTSCHLAND FOR TRAIN DETECTION SYSTEM

A producer of advanced RFID solutions for rail applications, has been selected by Thales Deutschland to provide RFID systems for use in their Train Detection System. This system will be used as part of the signalling system which Thales is supplying for their re-signalling project on the monorail in Kuala Lumpur. TagMaster's total equipment value for the project is in the region of 3 MSEK. The TagMaster equipment has been delivered and will be installed during 2012 and includes HD Readers and customised software development.

These TagMaster Heavy Duty (HD) Readers will be trackside mounted and

provide train location for the Train Detection System. HD tags will be fitted to the trains. The accuracy of the RFID system is particularly important since it provides information to fixed blocks signalling system and the vehicles have the ability to change direction on the track in some situations. "Thales is a large and important supplier of signalling control systems and we are pleased Thales has selected TagMaster as a solution provider for their system. Both companies have worked with this development

for some time and we expect to see subsequent projects as a result of this co-operation", says Richard Holt, Director of Sales - Transportation at TagMaster AB.

"Thales is a large and important supplier of signalling control systems and we are pleased Thales has selected TagMaster as a solution provider for their system"

ABOUT TAGMASTER

TagMaster is a Swedish technology company founded 1994 with headquarters in Kista (Stockholm), Sweden. TagMaster designs and markets advanced long-range radio frequency identification (RFID) systems and information services associated with automatic vehicle identification, rail bound transportations and people access, in order to increase efficiency, security, convenience and to decrease environmental impact. TagMaster exports mainly to Europe, Asia and North America via global network of partners, systems integrators and distributors. TagMaster shares are traded on First North in Stockholm, Sweden. TagMaster's Certified Adviser is Remium AB. www.tagmaster.com

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ABOUT THALES DEUTSCHLAND – TRANSPORTATION SYSTEMS DIVISION

Thales is a world leading supplier of cutting-edge railway signalling solutions for main line and urban rail which guarantee the safe, reliable, convenient, and efficient transport of passengers and freight.

Thales has widespread, international experience in all aspects of control and safety technology, network integration and corresponding services concerning technical operations and maintenance.

The product portfolio includes, among others, the following solutions:

- AITrac for interoperable train control also comprising ETCS solutions (European Train Control System)
- LockTrac for train routing, also including the leading electronic interlockings from Thales
- FieldTrac for field elements such as axle counters, point machines and signals
- NetTrac for network management, disposition and control.

Thales provides turnkey solutions that increase performance and line capacity while reducing operating, maintenance and infrastructure costs. Thales' goal is to be its customers long-term partner and to help them address major challenges for continual growth.



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