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RCD Technology Introduces RCDSecure – Revolutionizes RFID Tag Security

RFID LABEL AUTHENTICITY, RCDSecure is a direct result of RCD's patented custom RFID tag fabrication process

Las Vegas and Quakertown, PA, May 1, 2006 – RCD Technology Corporation today announced the availability of **RCDSecure**, a solution designed to address authenticity and security challenges for organizations utilizing RFID labels. RCD's proprietary solution effectively deactivates any RFID tag when an attempt is made to remove the label, positioning the product as an innovative solution for addressing issues such as counterfeiting and authenticity verification.

RCDSecure is another example of how RCD Technology is meeting the growing demands of customers who require custom, secure RFID tag solutions. RCD has multiple development agreements with companies that have requested this design feature for items ranging from parts tracking applications to windshield labels, and authenticity verification labels.

According to the International Chamber of Commerce, counterfeit goods accounted for an estimated eight percent of total world trade in 2003. However, market analyst firm NanoMarkets maintains that a combination of RFID authentication at the point of sale, security inks, and other smart packaging initiatives can play a pivotal role in combating counterfeiting – most notably in the food, beverage and pharmaceutical arenas.

“Because we are vertically integrated from antenna design, manufacturing, inlay production and finished labels, RCD is uniquely positioned to address the specialized tag requirements of customers' RFID applications,” said Jeff White, CEO, RCD Technology. “RCDSecure is a testament to our ability to exploit the technological advantages we possess in addressing customers' custom design requirements, and identifying market opportunities that will result in more effective and secure RFID deployments.”

RCD Technology Corporation produces a wide range of copper antenna based standard and custom RFID tag solutions using a patented antenna fabrication process coupled with a proprietary assembly process that provides a number of significant advantages over traditional methods. RCDSecure is a direct result of the patented antenna fabrication process.

- **Proprietary Process** – Allows for rapid prototyping in sheet or roll form along with the high volume capacity required for commercial volumes.
- **Flexible Form Factors** – Custom-size inlays, and non-standard shapes, tuning for specific applications to increase read distance, durable packaging, and anti-tamper features are all simplified with the RCD fabrication process.
- **Consistent Quality** – The process used to create RCD copper antennae ensures a more uniform thickness of copper – and therefore a consistently higher quality tag.
- **Speed to Market** – RCD’s vertically-integrated capabilities enable the rapid delivery of finished product with typical design turn-around times of several weeks – versus the industry norm of several months required for a new design.

From general use UHF to highly specialized custom HF and industry-specific tags for mass transit and prelams for contactless credit cards, RCD is a one-stop source for RFID tag solutions.

About RCD Technology Corporation

Headquartered in Quakertown, Pennsylvania, RCD Technology is helping revolutionize the growing RFID industry. Employing a patented copper antenna fabrication and assembly process that significantly improves tag performance, quality and suitability while reducing the time to market and waste associated with RFID custom tag manufacturing, RCD produces a wide array of custom HF, UHF, and industry-specific RFID inlays, complete tag assembly and finished product services.

Today, RCD products are finding success in a wide variety of industries and applications including: patient information, hospital asset tracking, and medication provisioning in healthcare; security access solutions for secure facilities; sporting and entertainment venue access; mass transit; contactless payment devices for financial services; and item-level tracking and authentication for asset management.

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