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RCD Technology Develops High-Performance RFID Cargo Tag to Capture Industrial Opportunities

The Atlas Cargo Tag delivers high- performance, reliability, industrial ruggedness and a 50+ ft. read range

Quakertown, PA – April 7, 2010 – RCD Technology, designer and manufacturer of application specific RFID products, today announced the release of its rugged, high performance, cargo tag – called the Atlas Cargo Tag. This new passive RFID tag boasts a read range of 50+ ft. and is a perfect solution for the growing demand to manage large, mobile assets such as trailers, military vehicles, shipping and cargo containers as well as other equipment that is difficult to track.

“The tag was developed based on feedback and requests from customers who trust RCD to provide reliable, quality products that are tailored to difficult RFID applications,” said Sandra Garby, vice president of product management and co-founder of RCD Technology. “Our customers requested a tag that had a longer read range, was less expensive and more impervious to the inherent environmental stresses than other products on the market. The opportunity to provide solutions for various long range applications reflects RCD’s commitment to raising the bar on quality and performance of passive RFID tags.”

Shipcom Wireless tested RCD’s Atlas Cargo Tag for use in offshore oil rig container tracking applications. While the Atlas tag surpassed expectations in read range and durability, the overall evaluation exposed Shipcom's oil and gas team to a new level of RFID performance.

“The read range ability of the Atlas Cargo Tag consistently demonstrated superior performance with mobile and fixed readers delivering close to 80 feet in read range,” said Sam Falsafi, senior principal of Oil & Gas, Shipcom Wireless. “While the Atlas clearly exceeded our expectations for tracking materials in the most remote areas in the world, such as an offshore oil rig, its performance and reliability, has triggered a whole host of new application ideas in other Energy sectors as well. The Atlas tag has provided a ‘game changing technology’ and opened the door to use UHF passive tags in many applications where read range is required to be greater.”

The new cargo tag is an extension of RCD’s current Sentry line of products. A key benefit that RCD brings to the cargo tracking industry is its experience, design expertise and flexible manufacturing processes that enable RCD to optimize solutions. The Atlas withstands harsh environmental conditions and can be mechanically attached or adhered to any surface including metal, wood and other industrial materials. With its robust read range, the Atlas tag could be used as a more cost effective solution in some active applications, where RTL is not necessary.

RCD Technology has several achievements to which they stake claim including: sole provider of RFID inlays to the U.S. Government for the WHITI passport card, leading the market for emergency evacuation with UHF wristbands; and the most recent announcement, its worldwide Sentry-M (WW) tag, which Sun Microsystems plans to use to help customers track their IT assets and comply with regional legal requirements.

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About RCD Technology

RCD Technology is the industry leader in developing and manufacturing high performance RFID tags that are tailored to specific applications. Founded in 2001, RCD has been designing and manufacturing RF solutions for companies all over the world. Its' experience, design expertise, and flexible manufacturing process enables RCD to solve difficult and differentiated RFID problems. Led by experts in the field, RCD Technology investigates and understands its clients' need to optimize solutions and deliver cost effective products. For more information, visit www.rcdtechnology.com