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Omni-ID Adds OmniTether as the Newest Solution for its Pioneering Line of RFID Tags

-- Omni-ID Applies Innovative Engineering to Award-Winning Omni-ID Prox™ and Enables Customer Base to Track Assets with Limited Real Estate --

FOSTER CITY, Calif. – October 28, 2008 – [Omni-ID](#), a leading innovator in passive ultra high frequency (UHF) radio frequency identification (RFID) technology, today announces the launch of the OmniTether solution for the Omni-ID Prox product. OmniTether is an attachment solution utilizing a tether approach for application onto small assets, or assets where real estate is at a premium, such as routers and switches. This innovative design eliminates the barrier to full adoption in areas like the datacenter where some IT and telecommunication assets are nearly impossible to tag using traditional approaches.

Despite improvements in RFID technology, there is still a subset of assets that proved challenging to tag given the space constraints. After listening to the needs of its customers, Omni-ID developed a way to modify its award-winning Omni-ID Prox product to suit these unique needs while maintaining the quality and readability that customers demand.

The OmniTether is a combination of a breakthrough in manufacturing and innovation in product design. With Omni-ID's unique technology, all assets in the datacenter are capable of being tagged without the need for the costly workarounds commonly used. In addition to added cost, these workarounds are often unreliable and have limited effectiveness near metallic assets. Omni-ID's OmniTether cost-effectively overcomes this hurdle to provide a robust solution in the most challenging environments.

"We've seen great success for our line of RFID tags and especially the Omni-ID Prox within the data center, but our customers are still seeing a small number of assets that they are unable to tag due to a lack of space or real estate," said Tom Pavela, President and CEO, Omni-ID. "With the addition of the OmniTether solution to the Omni-ID Prox, Omni-ID is offering an overall solution for tracking these difficult-to-tag assets. We believe that this type of offering could be the key enabler to giving our customer base the ability to tag all types of assets, no matter how precious the real estate."

The OmniTether is best suited for high value IT asset management and other specialist applications. It is the only solution in the market that offers the customer the ability to tag assets in harsh environments, working on and off metal and offering the highest

readability in the presence of liquids. The OmniTether, in combination with the Omni-ID Prox product, will be the first passive tag solution with the ability to identify and track any asset found in the data center—from blades and cables to routers—regardless of size.

About Omni-ID

Omni-ID is one of the world's leading innovators of passive ultra high frequency (UHF) radio frequency identification (RFID) technology. Through its patent-pending revolutionary technology Omni-ID “cracked the code” to overcome the problems traditionally associated with RFID, enabling a broad range of new applications that improves accuracy and efficiency in asset tracking, logistics and supply chain management. The company’s family of versatile RFID tags works reliably in the harshest environments—including on and off metal and liquids—and excel in real-world proving grounds, demonstrating their value in today’s most challenging business applications. With major offices in Foster City, Calif. and in the UK, Omni-ID's mission is to drive the widespread adoption of RFID technology as the optimal tracking and identification solution. For more information, visit www.Omni-ID.com.