

EXECUTIVE TEAM

James Arnold
CEO

Andre Coté
Chief Technical Officer

Greg Overholtzer
Chief Financial Officer

Tony Kington
Managing Director, Europe

George Reynolds
Vice President, Sales

Margie Kriebel
Vice President, Marketing

LOCATIONS**U.S. Office**

1200 Ridgeway Ave
Rochester, NY 14615 USA

European Office:

The Enterprise Centre
Coxbridge Business Park
Alton Road, Farnham,
Surrey, GU10 5EH,
United Kingdom
+44 (0)1252 748020

Visit: www.omni-id.com

COMPANY OVERVIEW

Omni-ID[®] is the leading supplier of high performance, durable, passive UHF RFID tags. Through its patent-pending technology, Omni-ID eliminated the interferences to metals and liquids that cause conventional RFID tags to underperform in harsh environments. Omni-ID's unique "plasmonic" design offers unrivaled read distances, reliable RF performance, and the ability to operate equally well in approved frequency bands worldwide. Omni-ID takes passive RFID technology to a new level, enabling a wide range of asset tracking applications including supply chain management, RTI tracking, and work-in-process.

HISTORY

Omni-ID began as a research and development team formed in the 1990's within QinetiQ, an international defense and security technology company. The team was charged with exploring and challenging the rules of RFID. The result was a passive UHF RFID tag that provides near perfect accuracy in harsh environments, including in the presence of metals and liquids, facilitating a fundamental shift in the RFID industry. In 2007, Omni-ID was launched as a stand-alone company.

GLOBAL PRESENCE

Omni-ID is committed to delivering passive UHF RFID tags globally to meet local needs. Our trusted partner providers include: Alien Technology, C-Logistics, CSL, Hipro Solutions, Holland 1916, IBM, Impinj, Lowry Computer Products, Mieloo and Alexander, Mitsubishi, Motorola, Neotec, Odin Technologies, RFID Global Solution, Sato, Zebra, and many more.

Our Customers

Our customers include Alcatel-Lucent, BHP Billiton, BP, Cameron, Dolphin Energy, Flora Holland, Holt Caterpillar, Honda, IBM, Lister Petter, Daimler Benz, Oklahoma Turnpike Authority, Saipem, U.S. Marines, U.S. State Department, Prime Rail, and Wiseman Dairies.

INVESTORS

Omni-ID is backed by venture capitalists as committed to innovation as we are.

Trillium International

Trillium International is a Rochester, N.Y.-based private equity firm managing early stage venture capital and growth equity funds. Trillium's general partners, Jim Stoffel and Jose Coronas, have extensive venture/private equity investment and management experience, having been chief executive officers, presidents and board members of a wide variety of startup companies, joint ventures, and Fortune 100 multinationals. Trillium is dedicated to achieving venture rates of return on invested capital at acceptable levels of risk.

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OMNI-ID STANDARD RFID TAG PORTFOLIO

The Omni-ID RFID product portfolio of passive UHF RFID tags offer a range of RF performance, read distances and form factors.

Omni-ID™ Prox

Our smallest and most precise RFID tag, best suited for high-value IT asset management and tracking and applications requiring high performance and small form factor. The Prox is available as a broadband tag providing strong global functionality across all geographic regions.

Omni-ID™ Flex

Omni-ID Flex is a medium range tag with outstanding performance-to-size ratio. The Flex is our high-performance, low-profile tag with a read range of over 16 ft. in metallic or non-metallic environments, essential to many RFID asset tracking applications, including tracking laptops, tools and retail warehouse inventory.

Omni-ID™ Max

The Max product line features longer-range tags, all with Omni-ID's outstanding read performance, on, off, and near metal. Max RFID tags are available in a wide selection of form factors and include:

Max – A surprisingly small, high-performance passive UHF RFID tag, available in label or ABS encasement options, for indoor or outdoor environments

Max SQ – A unique combination of global functionality, robust construction, and outstanding performance-to-size ratio.

Max HD – The most durable and high performing Max tag offers excellent read ranges globally, ideal for the most challenging asset tracking and management applications.

Omni-ID™ Ultra

A globally compliant passive UHF tag with a read range of up to 35m on, off or near metals and liquids. The EPC Gen-2 compliant Ultra offers broadband functionality across all geographic regions. The tag was designed with outdoor applications in mind offering either a durable ABS or polycarbonate encasement option.

Omni-ID offers a range of special purpose, customized RFID tags for customers in target markets. Please visit www.omni-id.com for more information

OMNI-ID SERVICES

Service Bureau

Need your RFID tags deployment-ready? Omni-ID services are available to print barcode on the outer label, along with human-readable information, and commission tags prior to shipping so they arrive at your facility with inventory and associated EPC coding on each tag.

Omni-ID™ On Demand

Omni-ID presents the first onsite commissioning and deployment solution for rigid, on-metal RFID tags. Commissioning tags at the customer's site streamlines implementation and saves time and costs.