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Omni-ID Removes Barriers to RFID Adoption through a Patent-Pending On Site Deployment Solution

-- Omni-ID On Demand™ Offers Customers the Unique Ability to Print And Commission Mount-on-Metal RFID Tags On Site to Dramatically Simplify RFID Systems Integration --

FOSTER CITY, Calif. – November 17, 2008 – [Omni-ID](#), a leading innovator in passive ultra high frequency (UHF) radio frequency identification (RFID) technology, today announces a new patent-pending, on metal, on demand component for its line of RFID tags. Omni-ID On Demand™ is Omni-ID's innovative response to the RFID market issue of expensive, complex and protracted RFID rigid tag deployments. Omni-ID partners will be able to offer their customers the unique ability to dynamically print, encode and deploy their RFID tags on site and on demand. The Omni-ID On Demand solution will roll out in Q1 2009 and will be first available for the award-winning Omni-ID Prox™ tag.

Omni-ID On Demand is truly unique because it is the only solution that gives customers the complete flexibility and control to deploy RFID tags on site and at their own pace. This solution will allow Omni-ID partners to offer a two-component Omni-ID product, which is easily assembled to create a high performance Omni-ID tag. The two-component approach allows customers to print, encode and deploy the Omni-ID tag on demand. Customers will now have full control and project flexibility, and will be able to commission tags when they want, how they want, and where they want. Omni-ID's unique, patent-pending technology enables this revolutionary solution for deployment of rigid RFID tags, and is fully compatible with industry standard EPC Gen2 hardware. Omni-ID customers will experience a new level of efficiency and ease of deployment for meeting complex and time-consuming project requirements on site, on demand.

"Flexibility, form, and function are key features of Omni-ID's line of tags," said Michael Liard, RFID & Contactless Research Director at ABI Research. "As the market for on-metal RFID tags continues to show strong growth, Omni-ID is actively developing new, unique capabilities such as the Omni-ID On Demand option that will enable them to respond to customer needs and simplify RFID adoption."

"Omni-ID On Demand is an absolute breakthrough for RFID deployment. With this solution we have innovated beyond the product level to influence even the development and manufacturing phases for simplified RFID implementation—and can now offer more deployment flexibility than has ever been possible," said Tom Pavela, President and

CEO of Omni-ID. “Omni-ID is making a name for itself as a Company that really listens to what its customers want and need, and then creates new strategies and products in direct response to those requirements. Through this dialogue Omni-ID continues to be a driving influencer for the future of RFID while making industry adoption as straightforward and simple as it can be.”

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.