



Omni-ID Launches New RFID Product Suite

Omni-ID announced a suite of new products specifically designed for the manufacturing, transportation and defence industries. The Omni-ID Ultra, Omni-ID Max HD and Omni-ID Max Pro RFID tags are individually engineered to meet a range of market and customer needs including those of global functionality across all geographic regions; near-perfect performance on, off, or near metals and liquids; and record read distances in on-metal-only environments.

The Omni-ID manufacturing & transportation product line takes full advantage of its next-generation technology platform design. The company has a fundamentally new approach to cost-effectively address the traditional limitations of Passive UHF RFID, enabling the Company to meet market and customer needs for longer read distances; improved performance and reliability; and global functionality and interoperability with other RFID hardware and software.

By designing a new suite of tags that can cost-effectively track high-value assets across global regions and harsh environments - all with no compromise to performance levels - Omni-ID is extending its reach to meet the RFID needs of manufacturing, transportation and defence customers worldwide.

"With this manufacturing & transportation product suite,



Tom Pavela

Omni-ID is taking the Passive UHF technology innovation it brought to IT asset tracking solutions to now enable additional markets," said Michael Liard, RFID Practice Director, ABI Research. "This new offering targets a multitude of manufacturing, transportation and defence applications, including harsh and challenging environments where range, reliability and ruggedisation are key requirements."

"Our next-generation Passive RFID technology offers an unprecedented opportunity for tracking high-value assets in manufacturing, transportation/logistics, and defence markets," said Tom Pavela, President & CEO, Omni-ID. "By evolving our technology platform and designing a new suite of RFID tags specifically geared to meet customer needs in these markets, we provide exceptional global broadband accuracy and high performance in environments where Passive RFID performance was previously unreliable. From tracking cargo and transportation vehicles to warehouse inventory environments, we anticipate that the Ultra, Max HD and Max Pro tags will enable new applications, no matter what global region or surrounding environment."

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