

“This is the kind of information end-users and systems integrators have never had before.... The Lab’s data takes the guesswork out of choosing tags.”

– **Toby Rush**, president of *Rush Tracking Systems*



RFID Alliance Lab performance reports directly compare all commercially available, passive UHF tags.

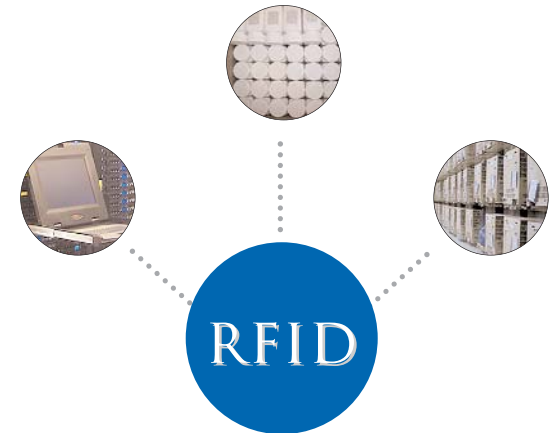
Purchase at www.rfidjournal.com/labreports.

Precise, Objective RFID Analysis



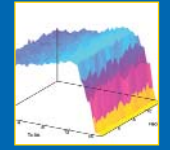
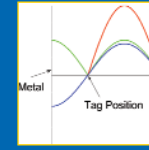
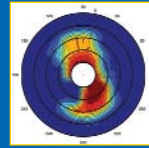
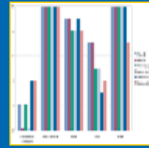
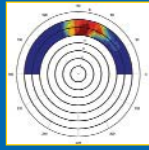
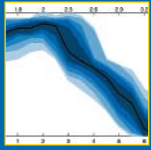
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RFID ALLIANCE LAB



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Accurate, Reliable, and Unbiased Analysis of RFID Devices



RFID ALLIANCE LAB

Finding the RFID system that best fits your company's requirements can be a daunting task. It is further complicated by conflicting claims. Whom can you trust?

How about a not-for-profit testing lab that produces reliable, unbiased performance reports on RFID products? The Information and Telecommunication Technology Center (ITTC) at the University of Kansas, Rush Tracking Systems, and RFID Journal jointly founded such a lab in 2004.

"The Lab is nonprofit and completely objective, so end-users, including our readers, know the test results are accurate and fair," says Mark Roberti, founder and editor of the *RFID Journal*.

The RFID Alliance Lab resides within ITTC, whose researchers have garnered international recognition for their wireless and networking projects. ITTC also served as one of the first independent testing facilities for the Bluetooth Special Interest Group.

BUSINESS SOLUTIONS THROUGH APPLIED RESEARCH

Professor Daniel Deavours directs all research conducted within the RFID Alliance Lab. He and his team uniquely solve problems posed by evolving RFID technologies. Examples of recent partnerships include:

- ◆ Provided testing and analysis for the start-up company, Seknion, Inc., and an established organization that manages secure facilities. The Lab's research has assisted tag vendors and enabled more efficient tracking of metal assets.
- ◆ Developed a CDMA-based approach to RFID privacy, so end-users can feel confident that products containing RFID tags will not violate their privacy.
- ◆ ITTC, in cooperation with the RFID Alliance Lab, developed the Adamas-I tag—KU's RFID tag. Designed to solve the problematic mounting of RFID tags on metal or near liquid, Adamas-I promises to be one of the best-performing, least costly, and thinnest tags with this capability.

Through targeted research by the RFID Alliance Lab, companies can acquire new capabilities, products, and implementations. Sponsors obtain solutions specific to their problems. By collaborating with the Lab, organizations enjoy the following benefits.

- ◆ On-site testing of RFID technology
- ◆ State-of-the-art ITTC laboratories and infrastructure
- ◆ Extensive lab research results, analysis
- ◆ First right to negotiate licenses for Intellectual Property
- ◆ Recognition in Lab talks, publications
- ◆ Development of relationships for hiring interns, employees