FOR IMMEDIATE RELEASE

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ANNOUNCING INFOCHIP BLUETOOTH EASY READER

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InfoChip, the world's leading RFID asset management total solution provider, announced the release of its latest RFID product, the Bluetooth Easy Reader.

According to Chris Gelowitz, InfoChip's President & CEO, "Our new HF Bluetooth Easy Reader simplifies RFID adoption. It requires no special setup or software to immediately gain the benefits of RFID asset tracking. It simply scans the unique ChipID into any application or form on almost any Bluetooth-enabled device, including handhelds, popular phones, laptops and desktops."

The proliferation of RFID for tracking assets from cradle-to-grave and the growing need for straightforward, simple solutions spurred the product's development. Building on the success of their USB Stick Reader, InfoChip has successfully developed another reader for the needs of the industrial market.

The only reader with a built-in display, the Bluetooth Easy Reader shows the last two ChipIDs, configuration options and battery level. It's rugged, IP67 weatherproof and is able to scan tiny 8mm chips embedded in metal, including InfoChip's own line of extremely durable chips. The new reader is fully compatible with InfoChip's comprehensive asset management software suite.

The HF Bluetooth Easy Reader is available through authorized InfoChip distributors world-wide.

ABOUT INFOCHIP

InfoChip is the leading global developer of RFID asset management total solutions including hardware, software and services. Combining RFID, mobile computing applications and web-based management, each party in the asset lifecycle can interact with the asset record. This digital process improves safety and accuracy, and saves time. InfoChip develops ultra-durable RFID for metal environments with over two million chips in circulation. InfoChip partners with equipment manufacturers, distributors and inspection companies to deliver innovative safety tracking solutions to users world-wide. For more information, please contact InfoChip at 1-403-720-2331 or visit www.infochip.com