Industry First: Launch of Visual Tagging System

Omni-ID hosted a press conference last week at the MIT Auto-ID center to formally launch its new ProVIEW Visual Tagging System. Today, at RFID Journal LIVE! -- the RFID industry's leading event, the company is unveiling the system and demonstrating this groundbreaking technology.

ProVIEW is the first Auto-ID system in the industry to combine re-writable visual instructions with RFID asset tracking capability and real-time cyclic process communications software designed for moving assets.

"Visual instructions travelling with assets are a critical component of the process for many enterprise systems today," explained Ed Nabrotzky, CTO of Omni-ID. "From manufacturing to health care, companies with repeatable processes have become accustomed to the common practice of using one time print labels or cards to provide operator readable instructions. Not only is this method expensive from a consumables and labor perspective, it can create a significant environmental impact as well. The use of bi-stable display material enables an exciting alternative to paper since it allows the tags to

hold images without power -- combine that intelligently with RFID and you've got a host of new benefits for the user community." The Company is actively participating with leading companies in the manufacturing and logistics industries on pilot programs for the technology. The ProVIEW system is expected to reduce consumable cost, labor required paper label assets, reduce manual errors, and have a dramatic impact on flexibility through its ability to dynamically update and react to real world situations.

Leading industry analysts Ann Grackin, CEO of ChainLink Research and Michael Laird, Director RFID for VDC Research participated in the press conference at MIT launching ProVIEW -- the world's first visual tagging system.

"Visual technologies are clearly where the next generation of automation for the supply chain is heading," said Ann Grackin, CEO ChainLink Research. "Omni-ID's new ProView visual tagging system uses the latest innovations in LCD display and energy conservation for longevity, state of the art item level tracking via RFID and an intelligent design that is both visual and digital. By combining both visual cues and asset level tracking these tags can travel with items through an entire cyclic process for years ultimately driving greater process efficiency and accuracy."

"This technology from Omni-ID is innovative, combining wireless RFID technology and visual-based asset management in challenging, decision-based environments such as a manufacturing shop floor," said Michael Liard, Director RFID, VDC Research. "Introducing RFID-enabled e-paper-based display tags, routers and software is a unique approach and solutions play, enabling Auto-ID in a new,

interesting way. End users will surely benefit from the option of both visual instructions and RFID tracking in real-time."

The ProVIEW visual tagging system includes a combination of display tags (4 sizes to choose from currently), gateway transceiver stations and system software that seamlessly integrates into multiple platforms or can work as a stand-alone application. Common UHF RFID readers also seamlessly integrate into the system and can be used to identify and trigger the display tags. The ProVIEW service and print driver is required to commission tag images. Tags are available with full graphic capability, segments or icons and with color flag zones. For more information and additional details on the complete solution please visit www.omni-id.com/products [1].

AP: www.ap.org [2]

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