

NEWS RELEASE

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New, Web-based RFID Roulette Game Educates Public About RFID's Diverse Uses

Silver Spring, Maryland (July 16, 2008) -- RFID Revolution, an RFID education and market strategy consulting firm, has introduced RFID Roulette, a lively, Internet-based game designed to help people learn about the diverse uses of radio frequency identification (RFID) technology. Featured on RFID Revolution's website, www.rfidrevolution.com, RFID Roulette challenges the player to distinguish a fake RFID application—one that does not presently exist—from a real one. There is no charge to play.

"New applications in the consumer, business, health care, and government spheres are being introduced every day," said Leslie Downey, Principal at RFID Revolution. "Some of these increase safety, like tracking the location of miners 450 meters underground; others increase efficiency in manufacturing or moving goods; and others, like tracking golf balls, free players to spend more time swinging and less time in the weeds. With the market changing so fast, our firm's challenge is that some imaginary applications today become real tomorrow. We welcome feedback from players, and invite them to submit new questions and graphics that can be included in a new release of the game."

Earlier this year, RFID Revolution commercialized an interactive, Internet-based training tool, **RFID Essentials**, to help professionals in end-user companies develop comprehensive RFID working knowledge quickly and economically. In hours, from anywhere, project team members can acquire the ability and readiness to advance their organization's RFID initiatives. Developed in collaboration with three top industry experts, **RFID Essentials** is hands on and visual, with an abundance of simulated applications in which users practice what they're learning. Technology concepts are illustrated in imaginative ways that help people remember.

"We believe the best learning takes place when the learner is actively participating," said Downey. Studies have shown that a well designed, highly interactive e-learning course produces more rapid absorption and longer retention of basic information than classroom training. "Our goal in creating **RFID Essentials** was to prove out that promise. I'm pleased that our subscribers are telling us this is a rich, rewarding experience with fast payback."

RFID Essentials is available to individual subscribers and organizations with multiple users. Individuals may subscribe to the entire, eight-hour course or any of its nine modules.

Supplementing the instruction-related exercises and quiz questions in **RFID Essentials** are various “Fake or Real” application questions similar to those in the RFID Roulette game. “**RFID Essentials** and RFID Roulette demonstrate that learning can be lively and even fun,” said Dr. Dan Dobkin, primary contributor to and narrator of both resources. “In fact, people learn the most when they’re so engrossed they don’t even know they’re learning! That’s why we’ve made **RFID Essentials** and RFID Roulette simultaneously educational and entertaining.”

About RFID Revolution

Based in the Washington, D.C. area, RFID Revolution, LLC provides radio frequency identification (RFID) education and market strategy consulting services. Its interactive, Internet-based learning tool, **RFID Essentials**, provides professionals in end-user companies with comprehensive RFID working knowledge quickly and economically, so they can advance their organization’s RFID initiative and speed ROI.

The firm’s market strategy consultants help companies with emerging RFID solutions drive revenue growth by focusing on real needs in the marketplace with real money behind them. They also provide market research and briefing services to associations, government agencies, and other organizations seeking to better understand the radio frequency identification marketplace.

RFID Revolution is proud Co-Founder and Administrator of the RFID Excellence in Business Awards at RFID World 2007, an industry first in North America. It will again co-sponsor and administer this event at RFID World 2008.

To learn more, please visit www.rfidrevolution.com or call 301-589-9791.

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