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## NEWS RELEASE

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## 2008 RFID Excellence in Business Awards to Showcase RFID's Green Benefits

### *Award Applications Accepted Through July 31 for September 8 RFID World Event*

SILVER SPRING, MARYLAND, July 10, 2008, -- RFID Revolution, an RFID education and market strategy consulting firm, is sponsoring and administering the second annual RFID Excellence in Business Awards at RFID World 2008. The presentation of the awards will take place on the opening day of the event, September 8, at the MGM Grand in Las Vegas.

Six awards will showcase achievement, innovation, and unique applications demonstrating the power and functionality of RFID. "I'm thrilled about the new award category added this year to highlight RFID's positive impact on environmental sustainability," said Leslie Downey, Principal, RFID Revolution.

The award categories are:

**Excellence in RFID Implementation**, awarded to two or more companies that have extensively collaborated, i.e., shared data, integrated processes and technologies, on an RFID implementation

**Excellence in RFID Pilot**, given to an organization playing a leading role in an RFID pilot project that significantly advanced the RFID industry.

**Excellence in Technology**, for a vendor whose technical leadership in RFID had significant impact on the industry.

**RFID Visionary**, honoring an individual with the greatest impact on the industry through sharing his or her vision and championing of the value of RFID technology.

**Most Innovative RFID Application**, recognizing a real-world application showing the greatest innovation in using RFID technology.

**RFID Excellence in Protecting the Environment**, for a real-world application designed to protect the natural environment, such as the air, earth, and water, or its species or ecosystems.

TechInsights, a division of United Business Media and host of RFID World 2008, is accepting Award applications through July 31, 2008. Award applications and other information are available on the awards website, <http://www.rfidawards08.com/home.php>.

Editors of the RFID World online publication will narrow down the entries to five finalists in each category. Winners will be determined from among the finalists by a panel of independent judges selected by TechInsights. Judging will take place from August 1, 2008 -- September 1, 2008, and winner will be announced at the RFID World Awards reception on September 8, 2008. The judges' decisions are final.

Winning companies and individuals will be honored during the second annual RFID Excellence in Business Awards reception, at the MGM Grand in Las Vegas on Monday, September 8, 2008, from 5:30 to 7:30 p.m., in conjunction with RFID World 2008. They do not need to be present at the reception to win. Winners will be posted on the RFID World website at [www.rfidawards08.com](http://www.rfidawards08.com) on Friday, September 12, and publicized in a subsequent RFID World newsletter and press release. They will also be invited to participate in a panel discussion during one of the general sessions at RFID World 2008.

The RFID World 2008 conference, "Beyond RFID: Global Solutions for the Auto ID Community", will offer demonstrable vertical market RFID solutions, discussion forums, seminars and symposia that address the increased demand from industry leaders for a RFID solutions-focused event. It will take place at the MGM Grand in Las Vegas, from September 8 to 10.

With CMP Technology, now called TechInsights, RFID Revolution co-founded the RFID Excellence in Business Awards at RFID World 2007, the first RFID industry awards event in North America. "We received nearly 100 applications illustrating RFID's diverse uses, from automating receipt of stock replenishments for submarines, to relieving manual inventory counts of costly patient consumables in hospitals, to tracking movements of endangered species," said Downey.

The winner of the 2007 RFID Excellence in Technology Award, Eugene, Oregon-based ADASA Inc., was selected from more than 30 applicants. "The recognition we received from this award

helped us stand out from the other players in a crowded market segment. As a new technology startup company, this was especially important. “, said Clarke McAllister, President.

### **About RFID Revolution**

Based in the Washington, DC, area, RFID Revolution, LLC provides radio frequency identification (RFID) education and market strategy consulting services. Its state-of-the-art, Internet-based learning tool, ***RFID Essentials***, provides professionals in end-user companies with comprehensive RFID working knowledge quickly and economically. In hours, project team members can acquire the ability and readiness to help accelerate their company’s RFID initiative and speed ROI.

To learn more, please visit [www.rfidrevolution.com](http://www.rfidrevolution.com) or call 301-589-9791.