

World's smallest, lowest-cost RFID reader launched by Innovision R&T

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io(TM) to accelerate RFID adoption in the healthcare, consumer goods, transport and logistics industries

A colour photograph of the io reader is available on request)

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The world's smallest and lowest-cost 13.56MHz RFID reader has been developed by Innovision Research & Technology plc, the RFID specialist. The RFID reader module, known as io(TM), is expected to have a unit cost one-tenth of existing readers and will extend the potential of RFID into completely new areas including consumer, healthcare, transport and logistics products.

Radio Frequency Identification (RFID) readers allow devices to wirelessly interrogate and write to minute data "tags" that can be embedded into any device, triggering the immediate transfer of digitised information. RFID-enabled devices can contain information such as what they are, where they have been or even where they are intended to go.

Smaller than a U.S. dime, io features an on-board RISC processor, making it ideal for small-footprint devices. Combined with its low power consumption and intelligent power management, io is especially suited for small, battery-powered handheld devices.

"The io reader's small size, low cost and future-proofing for the emerging Near Field Communications (NFC) standards opens up the possibility of RFID applications in completely new areas," said Rob Kitchen, Head of Innovision R&T's Consumer Sector division. "We expect that the new reader will promote the growth of RFID technology in applications such as healthcare and consumer goods, where the size, power consumption and cost of readers have previously been prohibitive."

Kitchen continued: "The io reader has been designed to enable the next generation of RFID applications. For example, by passing your MP3 player with its built-in io reader over an NFC-enabled music poster, you could download a sample track from the advertised album instantly or even purchase the entire CD."

Marc Borrett, Managing Director of Innovision R&T, explained: "This highly cost-effective innovation forms part of Innovision R&T's strategy to develop leading-edge, high-volume, ultra-low-cost RFID tags and readers for the consumer, healthcare, transport and logistics markets. Our route to market with the io reader is through licensing agreements with original device manufacturers and application developers from whom we anticipate great interest."

The io RFID module reads and writes to industry-standard 13.56MHz RFID tags and smart labels. Consuming very little power and optimised for a 2.8V battery operation, io is ISO compliant and future-proofed to allow rapid integration of the forthcoming NFC standard (see www.nfc-rfid.com for further information). It can, therefore, be used to read Innovision R&T's Jewel(TM) RFID tag (which has recently been released for use in mass transit ticketing applications) as well as Philips Mifare Ultralight tags.

Innovision R&T will be working with licensed partners who wish to incorporate the io design blocks into their own products' silicon or who wish to manufacture and sell the packaged IC.

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Notes To Editors

About Innovision Research & Technology plc

Founded in 1994, Innovision Research & Technology plc is an electronics solutions provider and a major player in the Radio Frequency Identification (RFID) industry.

Through the creation, development and licensing of technologies, Innovision R&T provides innovative solutions to a wide variety of enterprises, including some of the world's largest companies. A growing team of more than 50 personnel and commercial expertise honed in the industry's most challenging sectors enables Innovision R&T to support the entire RFID design process from concept development through to production engineering. Innovision R&T works in close partnership with its customers to drive commercial success and deliver competitive value.

Innovision R&T is listed on the Alternative Investment Market of the London Stock Exchange (Ticker Symbol: INN.L). Its head office is in Wokingham, Berkshire, UK.

For more information, visit www.nfc-rfid.com.

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