

# Manhattan Associates launches network of RFID Demonstration labs across Europe

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Manhattan Associates®, Inc. (NASDAQ: MANH), the global leader in providing supply chain execution (SCE) and optimisation solutions, has today announced the opening of five RFID demonstration labs across its key European markets. The labs will showcase Manhattan Associates' award-winning RFID in a Box® solution and provide a representative customer environment in which Manhattan Associates can evaluate various RFID technologies and equipment with clients' products. The opening of the labs has been made possible with the help of Microsoft and several of Manhattan Associates' key alliance partners.

The labs, located in Paris, Sophia Antipolis (France), Munich (Germany), Utrecht (Netherlands) and Bracknell (UK), will provide companies with the opportunity to learn about the latest developments in RFID and understand how to deploy and begin benefiting from this technology. Suppliers will learn how to meet RFID-compliance mandates including those issued by Metro, Tesco, Wal-Mart and others. Live demonstrations will show how to deploy RFID tags and smart labels in conjunction with a warehouse management solution to enable information on pallets, cases and items to be automatically captured, automating operations such as loading and receiving. Additionally, the labs will demonstrate how RFID provides enhanced supply chain visibility and security.

The facilities in Sophia Antipolis and Utrecht will also serve as Product Assessment testing labs. A simulated customer environment will enable Manhattan Associates to assess the suitability of various RFID technologies and equipment for specific client products. Based on the results of these simulations, clients are better prepared to make more informed decisions about the optimal RFID technologies for their specific supply chain needs.

"Facilities like Manhattan Associates' RFID Labs are just what the European marketplace needs to get more RFID projects underway and help prove that companies can deploy and begin benefiting from RFID solutions today - without significant IT infrastructure investments," said Dilip Papat, Managing Director, EMEA Retail Industry Unit at Microsoft. "Customers need to spend time running the solution, not on figuring out how all the pieces work together."

Manhattan Associates recently expanded its RFID lab in Atlanta, Georgia, which has been in operation for nearly one year.

For further information about the centres or to arrange a visit, please call:

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## About Manhattan Associates

Manhattan Associates, Inc., is the global leader in providing supply chain execution and optimisation solutions. It enables operational excellence through its warehouse, transportation, distributed order management, reverse logistics and trading partner management applications, as well as its RFID,

performance management and event management capabilities. These Integrated Logistics Solutions™ leverage state-of-the-art technologies, innovative practices and our domain expertise to enhance performance, profitability and competitive advantage. Manhattan Associates has licensed more than 900 customers representing more than 1,600 facilities worldwide, which include some of the world's leading manufacturers, distributors and retailers. For more information about Manhattan Associates, visit [www.manh.com](http://www.manh.com).

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