

RCD & RFID Journal LIVE: Perfect Alignment

Newsletter
March 2011



We may all agree that RFID Journal LIVE is the place to be each year.

Exhibitors showcase tags in all shapes and sizes and promote applications that streamline, automate and track anything (and almost everything) your heart desires.

When the show's 2011 site went live, [RCD Technology](#) - an RFID veteran - decided to see what applications would be featured at this year's show. To our surprise, a quick compare and contrast revealed this year could be the year verticals steal the limelight. RCD has

been vertical before vertical was cool. This year marks our 10th year as a specialized RFID developer with asset control vertical applications being our main focus.

Take a look at the LIVE vertical application areas and how our solutions and expertise stack up. For the full list of application areas and our product portfolio click [here](#).

To meet with us at the show - drop us an email: marketing@rcdtechnology.com. Let us put our 10 years of RFID industry experience to work for your application.

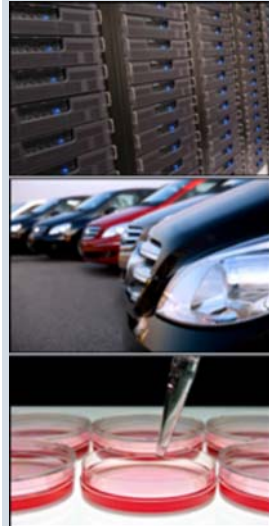
2011 RFID Journal LIVE:

Aviation/Aerospace: RCD's line of Sentry asset tags can be used by the aerospace industry to track tools and equipment. The Sentry-M Slim can also be made with a *high memory* chip for maintenance and configuration record keeping.

Defense/Security: RCD has made over *10 million inlays* for the US Government's [WHTI](#) passport card. In addition, we have made over *500,000 UHF wristbands* for the state of Texas for use in tracking emergency evacuees.

Health Care/Pharmaceutical: RCD has a healthy array of expertise in this burgeoning market with our *Gamma Tag* that is resistant to gamma radiation, our *Sentry - HT for autoclave* sterilization and HF medical labels conforming to ISO15693.

Manufacturing/Operations: The applications here are as broad as the industries themselves. RCD offers many solutions for the manufacturing floor and WIP - a flexible mount on metal tag with *tamper evident* features and a *high density read environment mount on metal tag*. The *Sentry-HT* can be used for WIP and high temperature environments.



Need More Information?

To learn more about our products visit our [website](#).

Upcoming Events

AFCOM Data Center World
March 27-31, 2011
Las Vegas, NV

RFID Journal LIVE! 2011
April 12-14, 2011
Orlando, FL

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Lost & Found: IT Assets

Data centers worldwide are seeking to employ RFID tags to track thousands of servers and other IT data assets. Do you know where your server is? RCD has *nearly 1/4 Million tags tracking IT assets* around the globe. To keep your family of IT equipment out of the lost and found, ask about our family of [Sentry](#) tags.

 Send to a Colleague

RCD to Receive Award for Business Success



Ben Franklin
Technology Partners
Northeastern Pennsylvania

"For more than 25 years, [Ben Franklin Technology Partners](#) has linked companies with colleges and universities, funding, expertise, and other resources to help them

prosper through innovation," said Laura S. Eppler, Director of Marketing, Ben Franklin Technology Partners of Northern Pennsylvania. "RCD Technology, a client company for 10 years, has been selected to receive our Incubator Graduate Innovation Award, to be presented on Tuesday, May 10th at our annual [ixchange](#) event. The event combines executive networking sessions, a keynote address by internationally recognized [Jack Uldrich](#), and the annual Ben Franklin Innovation Award ceremony." The Ben Franklin Innovation Awards honor individuals and companies that exemplify innovation in helping accomplish the mission of the Ben Franklin program: developing early stage, technology-oriented companies; helping established manufacturers creatively apply new technologies and business practices; and promoting an innovative community-wide infrastructure. The Incubator Graduate award recognizes a company that has best demonstrated successful Ben Franklin business incubation.

"RCD is honored to receive this award and grateful for all the assistance received from Ben Franklin Technology Partners," said Ken Horton, CEO of RCD Technology.

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Sincerely,

Kristen Weir
RCD Technology
Tel: 215.529.9440