



RCD Technology to Join Comcast in Data Center Asset Management Webinar

Online Event Hosted by Asset Vue: February 16, 2012 2pm EST

Philadelphia, PA, February 8, 2012 – RCD Technology today announced that it will be participating in an online event hosted by Asset Vue called, “Streamlining Data Center Asset Management” on Thursday, February 16 at 2pm EST and featuring guest speaker Richard Werner, Executive Director of Data Center Management at Comcast Cable. Phil Koppenhofer, VP of Sales at RCD, will join fellow panelists Joe Coschera, CEO, Information Systems Associates and Gary Aron, Vice President of Business Development for Asset Vue.

Werner will share his insights on managing assets in Comcast’s 100,000 square foot data center, as well as the factors that prompted the company to upgrade to an RFID-based solution. In addition to discussing best practices for managing data center assets, the panel will address the positive impact that RFID technology can have on cost, efficiency and even employee morale. “As data center environments become increasingly complex, RFID can play an important role in vastly improving the efficiency and accuracy of asset management,” stated Phil Koppenhofer, VP of Sales, RCD Technology, a leader in the design and manufacture of RFID tags. Koppenhofer continues, “The simplicity and affordability of this new technology make it a viable solution for companies of all sizes.”

Hosted by Asset Vue, a leading provider of simple, cost-effective technology solutions designed to improve data center asset tracking, this webinar event is open to those with an interest in learning more about data center asset management, and anyone considering an upgrade to a modern and efficient RFID solution. To register, please visit www.assetvue.com.

About Comcast

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the world’s leading media, entertainment and communications companies. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation’s largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.



Press Announcement

About Asset Vue

Asset Vue provides RFID-optimized solutions for data centers and data center inventory management. For more information, visit www.assetvue.net.

About RCD Technology

RCD Technology, headquartered outside of Philadelphia, PA, designs and manufactures RFID tags for diverse asset tracking applications—from rugged environments in the oil and gas industry, to healthcare devices requiring repeated sterilization, to long range vehicle tracking. RCD's Sentry AST line of rigid tags provides unsurpassed reliability and consistency in read range performance and inherent ruggedness. RCD's manufacturing capabilities also include traditional, flexible film-based tags. This dual manufacturing platform gives RCD Technology a broad range of options in designing tags to meet challenging, application-specific requirements cost-effectively. With prototyping and manufacturing located right here in the U.S., RCD's time from concept to delivery is unmatched. For more information, visit www.rcdtechnology.com.

