



SEEBURGER Announces Partners for IDnet Hosted RFID Compliance Service; Printronix, NCR & Venture Research To Participate

ATLANTA (September 13, 2005) --- SEEBURGER Inc. announced today that Printronix Inc., NCR Corporation's Systemedia Division, and Venture Research Inc. have agreed to provide products and services as a part of IDnet, SEEBURGER's first-of-its-kind hosted solution for implementing an RFID program to comply with mandates from major retailers and government agencies. IDnet pricing ranges from \$350 to \$500 a month and will now include specially configured printers and labels with optional tag placement services, enabling SEEBURGER to equip companies with a fast, cost-effective and turnkey online solution.

IDnet uses SEEBURGER's software engine to match barcodes to RFID/EPC codes, print barcodes and encode RFID labels, and automatically generate and transmit advance shipping notices (ASNs) including pre-configuration for Wal-Mart and the DoD's WAWF application. It will also optionally verify labels before goods are shipped and issue electronic invoices. Companies typically must invest at least \$40,000 in hardware and software to perform these operations in-house, and either employ or hire knowledgeable personnel to configure and manage the system.

Printronix will supply an IDnet version of its SL5000 RFID Smart Label Printer that has been pre-programmed to print RFID labels at the customer site through the IDnet hosting system, reducing potential errors and print problems by eliminating the need for subscribers to handle setup and configuration tasks.

NCR will furnish custom labels pre-configured to work with the Printronix IDnet printers and comply with all EPCglobal, GS1 and U.S Department of Defense requirements, again eliminating the need for customer formatting and the associated risk of problems. The company will also function as a service bureau for IDnet subscribers who prefer to print tags off-site.

Venture Research will offer automated carton profiling services to determine the best tag placement on the customer's cases and pallets, using specially developed software, methodology and testing chambers to ensure optimal readability. These services are optional and not included in the monthly IDnet subscription package.

"The fact that organizations like Printronix, NCR and Venture Research are embracing our IDnet service demonstrates the critical need for creative ways to address RFID compliance needs," said Philip Calderbank, Vice President, RFID, for SEEBURGER. "In alliance with these partners, we bring a strong solution to a market that is searching for cost-effective ways to adopt RFID technology."

Broad Partner Support

"SEEBURGER's IDnet service enables companies to benefit from the financial and administrative advantages of the hosted model while still maintaining control over the barcode or RFID label by having the printer in-house," said David A. Sakai, Vice President of Marketing at Printronix. "Our participation as the preferred printer partner will allow us to reach the thousands of vendors that we expect will choose to go this route, either temporarily or permanently, to ensure that they can meet their customers' RFID requirements."

"One of the most compelling features of SEEBURGER's IDnet offering is that it encompasses the whole package, including consumables, and that SEEBURGER has screened all components for quality," said Peter Bloch, RFID Program Director, Systemedia Division, at NCR. "With our labels, for example, IDnet subscribers will have a low failure rate, and they don't even need to do their own due diligence. SEEBURGER has done it for them."

"Our association with the SEEBURGER IDnet program is a compelling combination that allows customers to be 100% compliant with current mandates," said Louis Bianchin, Eastern Regional Sales Director, Venture Research. "Companies that incorporate tag placement guidelines provided by our automated carton profiling service can be sure that the applied tags will optimally perform throughout the supply chain."

Migration Path

IDnet can be set up in less than one day. The service is designed to help smaller companies lower RFID compliance costs and fulfill associated ASN requirements, as well as to provide an interim solution for larger organizations that cannot deploy enterprise-wide RFID systems in time to meet initial compliance deadlines.

Customers that decide to upgrade to an in-house RFID solution can easily transition to SEEBURGER's RFID Workbench, a scalable platform with advanced data, tag, and hardware management capabilities for different phases of RFID deployment. The Workbench platform includes a standalone solution for pilot projects and small companies, and an enterprise edition that integrates with internal applications and external trading partners.

About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by industry analysts, and serves more than 6,500 customers in 35 countries and more than 15 industries through its flagship B2B Gateway and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that opened in 1998. For more information, visit www.SEEBURGER.com.