

PRESS INFORMATION

**December 8th 2009
For Immediate Release**

CoreRFID get Christmas Crackering with RFID Solutions

Following on last year's successful Xmas projects for North Pole Enterprises*, RFID integrators CoreRFID have been asked to carry out a whole series of implementations of RFID solutions across Pantomime Land.

"Oh no, you haven't," cried the audience.

"Oh yes, we have!" said Marketing Manager for CoreRFID, John Williams.

Leading project sponsor for the clients has been Prince Charming. "You cannot imagine some of the problems that Pantomime Land has," he said, "and RFID has turned out to be the ideal solution. For instance, deploying a track and trace solution for all the Kingdom's cobblers has reduced the time taken to track down girls fleeing from parties at midnight by over 90%; a substantial benefit to my coffers. The fact that Dick Whittington had his cat RFID tagged certainly helped them to be reunited more quickly than they otherwise would have been the case. Probably the best implementation, however, has been the tagging of experimental samples at our agricultural research establishment. That will help to avoid unfortunate incidents such as when they lost a magic bean and we ended up with giants crashing from the sky and all sorts of misfortune."

Other solutions implemented by CoreRFID for the Prince have included:

- Laundry tagging for Widow Twankey's washeteria.
- An access control mechanism for Abanazar's cave where previous voice-based security mechanisms (just saying "Open Sesame!") have proved inadequate.
- A warranty tracking system for exchanging new lamps for old while making sure that the old lamp can be returned to its original owner after refurbishment.
- Health and safety checking system for spinning wheels – avoiding the risk to princesses of pricked fingers and consequent sleeping sickness.
- Asset tagging allowing the broker's men to identify items without all that knock-about fall over humour.

Commenting on the range of projects, John Williams said, "We have had a whole lot of new problems to solve. For example we have the developed world's first on-pumpkin tag and our on-metal solutions have worked well with Mother Goose's golden eggs. Talk about 'the Internet of Things', we can now identify just where everything is in Pantomime Land."

"It's behind you!" shouted the audience.

John Williams concluded: "We've been very pleased to deliver these projects in time for this year's pantomime performances. Cinderella, Sleeping Beauty, Aladdin, Dick, Jack and all the others will see the benefits over the festive period. This demonstrates the wide range of capabilities of RFID and the solutions provided by CoreRFID. I hope you all have a Happy Christmas."

* A copy of this press release is available as "[CoreRFID Get The Xmas Factor](#)".

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Notes for Editors

About CoreRFID Ltd.

Over the last 15 years CoreRFID Ltd has established a prominent reputation in the global RFID industry for delivering innovative products and services that help its customers to deliver successful solutions.

With bases in the US, UK and Europe, CoreRFID is now working on some of the most advanced RFID projects, delivering RFID technologies often in short timescales. CoreRFID customers include the BBC, Capita, Nokia, BAA, Thames Water, the Channel Tunnel, Norwich Union, Costain, BAE Systems, Galliford Morgan and London Underground.

CoreRFID was formerly known as Mannings RFID, part of the Mannings engineering group. In July 2007 the management team successfully completed a management buyout to create a business exclusively focused on RFID technology. The CoreRFID team of experienced engineers and its sales and administration centre is based in Warrington, in the North West of England.

CoreRFID is backed by Enterprise Ventures and NatWest Bank.

About the use of RFID

Radio frequency identification is widely used to help track, trace audit and control items by allowing computer systems to read details of tags attached to stock, assets or other items. RFID is used for applications such as:

- Keeping track of stock as it moves from manufacturer to warehouse to shipping agent to retail outlet to customer.
- Providing travellers with tickets that register each journey as it is made.
- Identifying livestock to ensure traceability of food, to prevent theft or to help lost animals to be reunited with their owners.
- Providing access control and checking who enters premises and when.

The wide range of different types of tags with widely different data handling capabilities and reading characteristics means users of RFID systems need to make careful technology choices to create successful applications. CoreRFID specialises in helping customers to make these choices.