

NEWS RELEASE

**December 20th 2010
For Immediate Release**

More Festive RFID Solutions With CoreRFID

The latest in RFID seasonal solutions have been highlighted by the CoreRFID development team. After previous efforts for North Pole Enterprises and Pantomime Land, CoreRFID's solutions this year are a little closer to home, helping out families with all the usual problems of the festive season.

First up is an RFID enabled silver sixpence. Using some of the latest on-metal tag technologies, the electronic sixpence will help avoid two of the most common Christmas injuries – choking or breaking a tooth on the contents of a Christmas Pudding. CoreRFID's festive Pudding Package also includes a tag reader - decorated in seasonal red and green - that allows each festive diner to scan their pudding before eating. This allows diners to detect whether their helping of pudding contains the "lucky" sixpence or not. The tagged sixpence included in the pudding package has been designed to survive being flamed in brandy and can be read even when the pudding is covered in custard, cream or simply served with brandy butter.

Another application has been devised using UHF tag technology. Anyone with a Christmas Tree and a cat knows the problem of missing decorative balls that somehow disappear never to be seen again until the following May. Tagging festive decorations with UHF tags allows a rapid inventory of the tags on the tree, displaying immediately which decorations from the original set are missing. The same system can be used to monitor Christmas presents under the tree, sounding an alarm if one is removed too soon by an over enthusiastic child, for example.

Other examples of RFID use for Christmas time include, Mifare based ticketing for carol concerts; in-timber tags for control of Christmas Tree plantations; intelligent recycling bin tags that credit householders according to the quantity of wrapping paper, Christmas Cards and trees recycled; the Turkey Tag that gives complete traceability of festive poultry from farm to plate and, of course, a new version of CoreRFID's CheckedOK safety inspection system to handle the new legislation that requires all Christmas Tree light installations to be validated by PAT testing.

John Williams marketing manager for CoreRFID concluded: "We've been very pleased to deliver a whole range of projects this year and Xmas just seems to create new applications every year. This demonstrates the wide range of capabilities of RFID and the solutions provided by CoreRFID. I hope you all have a Happy Christmas."

* Copies of our earlier festive news releases are available as "[CoreRFID Get The Xmas Factor](#)" and "[CoreRFID get Christmas Cracking](#)".

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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, Ainscough Crane Hire, 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.