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XERAFY Launches European frequency RFID tags at ID World International Congress 2010 in Milan

November 16, 2010, Hong Kong – Recent customer wins from European aviation, manufacturing and logistics companies have encouraged XERAFY to formally launch European frequency UHF EPC RFID tags. The European tag product line includes the X-family's smallest RFID-on-metal tags and the -iN family for embed-in-metal applications. To facilitate distribution of the products, XERAFY has partnered with CoreRFID, a leading distributor of RFID products to provide customers with the whole solution from consultation, integration, products and software.

"European customers who have tested our tags loved the small form factor, the exceptional performance and the embeddable capability" explains Dennis Khoo, CEO of XERAFY, "We waited to formally launch our technology in Europe, to ensure that our tags not only meet the requirements of the customers and markets, but to have also the means to support and service the opportunities through our partners such as CoreRFID"

"XERAFY has a breakthrough for RFID on-metal technology with performance and quality that is tough to equal. Their products fill a void in the European marketplace since there is considerable interest in small form factor and embeddable UHF RFID tags", says Jim Ryder, Director at CoreRFID. "CoreRFID understands the applications for these products very well. That will enable us to deliver and support XERAFY based projects easily."

Today, XERAFY features their revolutionary, passive, UHF RFID-on-metal (ROM) tag and RFID-iN-metal product line at the IDWorld International Congress, Milan, Italy, booth #C09, November 17-18, 2010. The exhibit will showcase the European specific Picox tag, the industry's smallest and most robust, ROM tag. Also on display are the European -iN tags, the first UHF tags able to be embedded in various metal form factors, challenging the way RFID tags are mounted and deployed.

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About XERAFY

XERAFY is committed to bringing customers the world's smallest and most durable passive UHF RFID-On-Metal (ROM) and -iN metal tags that are qualified and tested to meet extreme conditions over the lifetime of the asset. XERAFY's innovative packaging technology offers the Automotive Manufacturing, Aerospace, Energy, IT, and Construction market, an affordable, durable, high temperature smart tag that can be easily attached to or embedded to metal

assets. XERAFY enables customers to be successful automatically check-in/check-out tools, MRO, WIP, process control and logistics through a competitive advantage in size, cost, design, quality, and performance of tags. XERAFY is headquartered in Hong Kong, and maintains sales & support offices in Dallas, Texas, Washington DC and in Shanghai, China.

Learn more about XERAFY by visiting us at: www.xerafy.com <<http://www.xerafy.com>> .

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About CoreRFID Ltd.

CoreRFID, based in Warrington, UK, is a specialist solution integrator and distributor for RFID applications and technology. CoreRFID develops and implements radio frequency identification (RFID) solutions across healthcare, transport, facilities management, construction, government and high-value manufacturing. The company delivers applications for asset management, health and safety monitoring, pick and pack manufacturing and plant maintenance.

CoreRFID also operates a web shop outlet and distribution facility.

For more information, visit www.corerfid.com or www.rfidshop.com.

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