

PRESS INFORMATION

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RFID helps kids learn about the dangers of the on-line world

Radio frequency identification (RFID) technology is being used to help children in The Netherlands to learn about the risks they face in the on-line world.

As part of their exhibition, "The World of Back and Forth" (Het Rijk van Heen en Weer), the Museum voor Communicatie in Den Haag shows children just how easy it is to give out information that threatens their privacy and places them at risk of identity theft.

For the exhibition, children are provided with RFID tagged cards that enable them to interact with the various exhibits. In one area, they also take part in on-line games in which they are encouraged to enter data about themselves. Because of the tags, information from various points in the exhibition can be brought together into one dossier on the visitor. The information is fed back to the visitors as a web page in which the data given by the visitors is twisted, highlighting the dangers of passing out personal information.

The game showing the dangers of being open about personal details online is part of "Digitaland", one of six themed areas in the exhibition. The exhibits are aimed at children between four and twelve years old. The World of Back and Forth exhibition is part of the Museum's mission to serve an ever wider audience of visitors, often people that have never visited museums before.

CoreRFID provided the tags used by visitors and the readers that allow the interaction between visitors and the exhibition. CoreRFID worked with the museum's exhibition staff and their software provider, Kiss The Frog, to deliver reliable and cost-effective technology that would stand up to use over the exhibition's four year lifetime with as many as 200,000 visitors.

"RFID has been an essential component in getting visitors to immerse themselves in the World of Back and Forth," Femke Burger, Exhibition Designer for the Museum voor Communicatie said. "It has helped us to create a series of experiences that really connect with visitors and help them to understand the importance of communication."

The exhibition opened on December 14th 2008 and will run until 2012. CoreRFID have provided technology solutions for other museums including Birmingham's Thinktank, the Science Museum, and the Dutch Institute of Sound and Vision.

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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, Galliford Morgan and Amec.

CoreRFID was formed in July 2007 when the current management team successfully completed a management buyout to create a business exclusively focused on the needs of users of RFID technology. CoreRFID retains the staff, know-how and intellectual property of the original business. 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 Alliance and Leicester Bank. CoreRFID was formerly known as Mannings RFID, part of the Mannings engineering group.

About the use of RFID

Radio frequency identification is widely used by the museum and exhibition communities 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 collections as they move from archive to study to exhibition and back.
- Providing visitors with event or passport style tickets that register each visit as it is made.
- Identifying visitors to exhibits enabling interaction and feedback.
- 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.