



PRESS INFORMATION

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For Immediate Release

New Readers Break The UHF Price Barrier

New, low cost, products are helping to make high performance RFID systems more affordable. Specialists in contactless card systems, CoreRFID Ltd, are launching the US developed ThingMagic range of UHF RFID readers in the UK and Europe. The ThingMagic Astra establishes a new price point for UHF RFID readers.

UHF RFID systems offer improved performance and greater accuracy but have been relatively expensive to implement. The ThingMagic Astra changes that. Available from the end of September, the Astra will retail at prices starting from £850 in the UK, \$1734 in the USA and €1164.50 in Europe.

The Astra offers new features that make it particularly suitable for in-office applications such as document management, asset control and medical equipment location. At 26x26x8cm, the Astra is significantly smaller than other readers intended for a warehouse or industrial environment. It is available either with power over Ethernet (PoE) to reduce cabling needs or with WiFi connectivity for integration with existing cable-less networks making it easy to integrate with other systems components. The Astra supports reading of Gen 2 UHF tags over distances of up to 9 metres and at rates of up to 190 tags / second. This flexibility and high performance in tag reading for such an inexpensive unit makes it suitable for small batch production or logistics applications such as those supported by CoreRFID's new family of software applications.

The Astra can be ordered now through the CoreRFID on-line shop at www.rfidshop.com and more details are available here: [Thing Magic Astra Reader](#).

CORE RFID can be contacted at:

Shop on-line for RFID technology from CoreRFID supporting the UK, USA and Europe:

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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 formerly known as Mannings RFID, part of the Mannings engineering group. In July 2007 the Mannings RFID management team successfully completed a management buyout from Mannings UK to create a business exclusively focused on the needs of RFID technology users. CoreRFID retains all the staff, know-how and intellectual property of the Mannings RFID 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 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 or to prevent theft.
- 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.