



PRESS INFORMATION

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For Immediate Release

CoreRFID Launches Live Chat Service

As part of its commitment to improved customer service via its web sites, Radio Frequency Identification (RFID) specialists CoreRFID Ltd has launched live chat facilities on www.corerfid.com and www.rfidshop.com.

Live Chat allows customers to engage directly with CoreRFID staff via a web browser providing instant messaging with a continuous transcript of the dialogue between the customer and CoreRFID. This gives both CoreRFID staff and the customer the ability to check and review information exchanged during the conversation.

"Live Chat will improve both the pre-sales and post-sales support for customers," says CoreRFID Ltd's Managing Director, Jim Ryder. "Selecting the right RFID components often needs advice in the early stages, especially when trialling new systems and innovative applications. This will make it easier for our customers in the UK, Europe and the USA to gain access to our technical advisers. It will also mean we can handle shipment, billing or other support queries quickly and efficiently."

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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.