



## PRESS INFORMATION

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For Immediate Release

### Carmarthenshire Picks CoreRFID For IT Asset Tracking

Carmarthenshire County Council have selected CoreRFID as the technology provider for a project that will enable them to audit and track IT assets more effectively.

With over 14,000 IT devices valued at over £5,000,000 spread across 140 sites, Carmarthenshire County Council wanted to ensure that the process of auditing workplace technology was both cost-effective and accurate. By using radio frequency identification (RFID tags) attached to all devices, Carmarthenshire County Council will be able to check devices more quickly than was previously possible with printed or bar-coded labels.

CoreRFID, a specialist in asset tracking and other RFID based systems, is providing readers, tags and its IT-Track software that will support the asset audits. The system allows audit staff to see exactly which items should be in a location and, after scanning, which are still missing, allowing immediate follow up on the whereabouts of missing items. The system will keep track of laptops, desktops, monitors, printers, Blackberry's and other mobile devices.

"Using RFID is improving the accuracy of our IT asset records and making it easier to carry out audits across our many sites," says Alison Waters, Finance & Procurement Manager for Carmarthenshire County Council. "Our pilot implementation has shown that this approach is both practical and cost-effective. CoreRFID was able to provide the complete solution including the software so that we can meet our audit timetables in time for April 2009."

"We are delighted to be working with Carmarthenshire County Council," says CoreRFID Ltd's Managing Director, Jim Ryder. "CoreRFID Ltd creates innovative software solutions for RFID systems and this project shows how the technology can deliver practical benefits, swiftly."

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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, 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.