

# Supply Insight Inc. announces RFID Solution - MandatePLUS™ 1.0

New Haven, CT - June 28, 2005 - Supply Insight Inc. announced their RFID solution **MandatePLUS™ 1.0** at the Smart Labels USA 2005 Conference and Tradeshow.

**MandatePLUS™ 1.0** is a cost effective solution for the suppliers driven by mandates from DOD, Retailers and FDA. It helps them meet the mandate and derive a positive ROI. "It transforms mandate compliance from a necessary cost of doing business into a strategic investment for the future." says Bikash Behera, CTO, Supply Insight. It is a complete solution targeted for suppliers to meet mandates from Wal-Mart, Target, Albertsons, Kroger, Home Depot, Best Buy, CVS, Department of Defense (DOD) etc.

MandatePLUS™ 1.0 is a packaged solution that comprises of hardware, software and services to deliver faster compliance. It has necessary mechanisms to integrate with DOD, Retail and FDA networks. The solution typically includes rPlatform™ 2.0 middleware software, readers, antenna, tags, printers, integration, consulting, training and support package. The core component of this solution, rPlatform™ 2.0 collects RFID data from hardware devices, analyzes them for business relevance and integrates with the enterprise systems and trading partners. Based entirely on EPCglobal standards, it supports an open and extensible architecture to seamlessly integrate businesses with their suppliers, partners and customers.

"Our prediction is that as more and more retailers come up with their own mandates, suppliers would need a deployment model beyond slap and ship." says Uday Shankar, CEO, Supply Insight. "MandatePLUS™ 1.0 quickly adds an RFID infrastructure to your existing data centre and continues to meet additional retailer mandates leveraging the same infrastructure." adds Shankar.

"The bottom line is, by spending equivalent to a slap and ship model, MandatePLUS™ 1.0 can deliver more than just a mandate compliance solution with an open architecture and Gen 2 standards. It is the best solution a supplier can get for the buck." says Shankar.

## About Supply Insight Inc.

Supply Insight is an RFID software and services company that helps customer realize business benefits through strategic adoption. It offers a distributed RFID framework and a wide range of industry solutions to generate a faster Return On Investment. Supply Insight is a privately held company located in Hamden, Connecticut, USA. For more information, please visit the company's web site at <http://www.supplyinsight.com>



## Notes to Editors

1. Further information regarding Smart Labels USA 2005 can be found at [www.smartlabelsusa.com](http://www.smartlabelsusa.com)
2. IDTechEx (the world's leading independent analysts for smart labels) and Tarsus (owners of Labelexpo and Labels & Labeling) are co-organisers of Smart Labels USA 2005.
3. For further information on Tarsus please see [www.tarsus-group.com](http://www.tarsus-group.com).
4. For further information about IDTechEx please see [www.idtechex.com](http://www.idtechex.com)