

Supply Insight Inc. unveils RFID Middleware Software - rPlatform™ 2.0

New Haven, CT - June 27, 2005 --Supply Insight Inc. unveiled rPlatform™ 2.0, its RFID middleware software at the Smart Labels USA 2005 Conference and Tradeshow.

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.

"Packed with enhanced data transformation and integration capabilities, rPlatform™ 2.0 is fully compliant with Gen 2 standards and used for ROI based RFID initiatives for Consumer Packaged Goods, Retail, Manufacturing, Transportation, Logistics and Pharmaceutical industries." says Bikash Behera, CTO, Supply Insight.

With rPlatform™ 2.0, businesses can build RFID capabilities incrementally in a phased approach creating value and leveraging ROI every step of the way. "Our decision to build a robust RFID infrastructure, a year ago was based on our vision that early adopters should be able to scale their implementation from pallet to item level at no cost. Today we are delighted that rPlatform™ 2.0 complements business initiatives for tagging at Pallet, Case or Item level." says Behera.

Adapter, one of three key components of rPlatform™ 2.0, provides a uniform interface to disparate hardware devices. It transforms the deluge of RFID data to meaningful lifecycle events. Analyzer collects, filters and aggregates RFID events from multiple sources and delivers business relevant information. Business Server collects this meaningful RFID information, associates appropriate business semantics and integrates with the enterprise systems and trading partners. Its event based modeling provides a convenient framework to capture the business requirements.

"We are excited about the potential of rPlatform™ 2.0 and want our customers to enjoy these benefits by adopting rPlatform™ 2.0 for all of their current and future RFID business cases." says Behera.

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
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.
4. For further information about IDTechEx please see www.idtechex.com