



Confidex Picks Up Frost & Sullivan Technology Innovation Award for its Pioneering RFID-based Limited Use Ticket

The 2008 Frost & Sullivan EIA Technology Innovation of the Year Award in radio frequency identification (RFID) technology for public transportation is conferred upon Confidex Ltd. for its contactless ticket, commonly known as the '*Limited Use Ticket*', which has been successfully deployed in the transportation industry.

"With its innovative *Limited Use Ticket*, Confidex has successfully extended the application of RFID to the public transportation realm," notes Frost & Sullivan Research Analyst Yin Fern Ko. "The tickets are designed to be flexible in public transportation applications, allowing for single, return, daily, weekly, monthly, and tourist tickets."

To avoid duplication, Confidex provides encoding and personalisation of the *Limited Use Ticket*, benefiting both users and transportation companies. The *Limited Use Ticket* adheres strictly to the standards of public transportation. It is compliant with the ISO 14443 standard working frequency 13.56MHz and, as a result, has been widely accepted by major public transportation companies.

The *Limited Use Ticket* has received positive responses and has been successfully launched by major transportation companies in Asia, Middle East and Europe.

"Confidex handles the entire process of *Limited Use Ticket* production without outsourcing, using integrated RFID production with IC assembly, converting and personalization," remarks Ko. "Approximately 50 million contactless paper tickets have been produced in the past 18 months."

In addition to the *Limited Use Ticket*, Confidex has also developed a variety of tags designed to function in hazardous industrial environments. Confidex offers a wide range of RFID tags based on differences in the material used. For hard tags, there are Confidex Steelwave™, Confidex Ironside™, Confidex Survivor™ and Confidex Halo™. The company also offers customised tags based on varied applications.

Confidex also has expertise in second-generation ultra-high frequency (GEN2 UHF) RFID tags for industrial applications. This is a result of studies conducted by Confidex into understanding the ability of RFID material to resist high temperatures from aircraft engines, electrostatic discharge, electronic chips and wooden pallets, among others.

"Confidex industrial tags have been successful in various tests, pilots and roll-outs both for on-metal RFID applications as well for IT asset tagging applications," concludes Ko. "Confidex tags show consistently best read distance and accuracy performance in both applications."

Frost & Sullivan's Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognises the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavour.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Confidex Ltd.

Confidex, headquartered in Tampere, Finland, is a fast growing company with unique expertise in RFID design, manufacturing and system engineering. With offices in Europe, North America and China, Confidex provides high-performing, industry-standard RFID tags for demanding applications in the Aerospace, Automotive, Defense, Petrochemical and Retail Logistics industries; ensuring consistent quality, performance, and reliability at the lowest possible cost. The company's highly experienced team has enabled Confidex to quickly become the trusted partner for major vendors and end-users in the RFID industry. Confidex's core competencies and experience span HF (high frequency) and UHF (ultra high frequency) antenna design, tag manufacturing, and advanced tag conversion and encapsulation. For more information, visit www.confidex.net.

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