



Come visit us in booth #753 at RFID Journal Live in Las Vegas

FOR IMMEDIATE RELEASE

Intellex Rolls Out FOB Tag for Asset Tracking Applications

New tag provides long range and flexible attachment options in a small footprint

Santa Clara, Calif. – April 7, 2008 – [Intellex Corporation](#), the leader in *Extended Capability RFID*, today announced the availability of its FBT-7400 FOB tag, a long range, highly compact tag designed for loop attachment to key rings and other items with similar style mounting requirements. Applications include tracking of tools and equipment for real-time inventory visibility and automated check-out/check-in procedures, and the tracking of keys used to gain access to secured assets such as vehicles, buildings and equipment.

The most recent in a family of [application-specific tags](#) introduced by Intellex, the FBT-7400 combines the benefits of extended capability RFID (robust performance, 60k bit user memory, advanced security architecture, etc.) with a compact form factor, made possible by an innovative antenna design. The approximately one half cubic inch tag offers great read/write range of up to 75 feet.

“Secured assets such as keys are often controlled using a lock box or kept inside a locked office, but companies lose visibility to their whereabouts and history once removed from these facilities,” said Randy Kulaga, principal at [Plastic Card Solutions, Inc.](#) “We needed a solution that could track keys and manage security and accountability once they’re out of the box. The Intellex solution provides that capability.”

“Meeting all of the requirements of an application solution is critical to project success: performance, feature set, and yes, even details such as form factor and means of attachment,” said Sam Liu, director of marketing for Intellex. “The FBT-7400 provides the required combination of extended read range, a compact form factor and a design that can be easily attached to a wide range of assets.”

About Intellex Corporation

Intellex is the leader in *Extended Capability RFID* solutions, products and technologies. Our Intelligent RFID Platform, comprising high performance multi-protocol tags and readers, enables solutions for equipment and vehicle yard management, reusable transport items tracking, personnel monitoring and other high-value asset tracking applications. It features range, reliability, memory capacity and security far beyond standard passive RFID, and at a fraction of the cost of active.

For more information on Intellex Corporation and solutions, please visit www.intellex.com.

Press Contact:

Catriona Harris

PR@vantage for Intellex Corporation

407-767-0452 x222

charris@pr-vantage.com

###