



MEDIA ALERT

Intellex Selected as Finalist for the 2011 RFID Journal Best-in-Show Award

SANTA CLARA, Calif. – March 3, 2011 – Intellex, a leading provider of [on-demand data visibility](#) solutions, announced today that RFID Journal magazine has nominated Intellex as a finalist for its 2011 Best in Show Award. The winner will be announced at the RFID Journal LIVE! Conference in Orlando on April 14.

The RFID Journal Awards are given annually to companies that distinguish themselves through the creation and application of RFID technologies. The goal of the awards is to recognize the leaders in architecting and deploying RFID solutions and to foster adoption of RFID technologies by highlighting innovative deployments.

Intellex's nomination stood out from the competition as its ISO/IEC 18000-6:2010-compliant technology delivers active RFID-like performance at a fraction of the cost. Intellex readers and tags are unique in delivering a range of 100+ meters and operating in RF-unfriendly environments, thereby enabling new business applications that were previously not practical or cost-effective when active RFID was the only option on the market.

"This nomination provides another strong endorsement of the business value we provide for our customers," said Peter Mehring, president and CEO, Intellex. "In addition to our proven technology and domain expertise supporting perishables, pharmaceutical, asset management, retail, and personnel and patient monitoring applications, the key to our success is listening to our customers and presenting solutions to solve serious business problems. We look forward to showcasing our award-worthy technology at RFID Journal LIVE!"

About Intellex, Inc.

Intellex provides on-demand, [data visibility solutions](#) for cold chain and asset management. Based on [ISO/IEC and EPCglobal standards](#), the company's XC3 Technology™ powers Extended Capability RFID™ products and technologies that enable a range of solutions for perishable food and pharmaceutical temperature monitoring, asset tracking for construction and other remote worksites, vehicle/yard management, security and access control, retail and healthcare applications. These solutions deliver real-time monitoring that can help organizations reduce shrink or loss, more closely track and manage assets, improve operations, and increase profitability. For more information, visit www.intellex.com.

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