Metalcraft partners with ADASA for mobile RFID encoding, tagging

Proven RFID label performance meets lower cost of ownership

MASON CITY, Iowa (DATE TBD, 2007) – Metalcraft today announced a partnership to deliver durable RFID labels for ADASA, Inc.'s PAD3500 mobile RFID encoding device.

The PAD3500 is the world's first truly portable RFID encoding device, designed to let users encode and apply tags quickly within existing workflows or business practices. The device's SmartCartridge™ allows for quick, convenient and reliable reloading of the PAD3500 tag encoder with 900MHz Gen2 RFID labels.

Metalcraft will offer PAD3500 SmartCartridges loaded with select adhesive and mount-on-metal RFID labels beginning January 2008. Metalcraft's RFID labels are intended for use in demanding environments and offer read ranges up to 25 feet.

Prices vary by label construction and quantity; a price list is available at http://www.idplate.com or by request at 800-437-5283.

"Metalcraft's RFID labels are proven performers," said Clark McAllister, ADASA's CEO. "Metalcraft's reputation for durable, reliable RFID products adds a lot of value to ADASA's mobile encoder."

Both companies said they expect high demand from companies automating vehicle tracking and access control, and Metalcraft's RFID Windshield Tag is among the label products available in a SmartCartridge. These 4-inch by 1-inch adhesive label are engineered to protect against UV rays and provide a read range over 18 feet using a passive KSW Windshield RFID inlay.

"Through our customized antenna design and an efficient assembly technology the RFID inlay does not require a foam standoff like other windshield tag designs," said Thomas Hitzer, CEO of KSW Microtec AG. "This is a unique feature of our Windshield RFID inlay and sets new standards in the market of vehicle ID. "

Manufacturers and other organizations converting from barcode to RFID systems were also cited as expected users.

"Metalcraft RFID labels loaded in ADASA SmartCartridges is another example of our work to deliver value to integrators and end users," said Metalcraft President Steve Doerfler. "We look forward to working with ADASA to deliver efficient solutions for asset tracking."

Visit www.idplate.com or call 800-437-5283 for more information on Metalcraft RFID labels.

About Metalcraft
Metalcraft has provided property identification solutions since 1950. From a headquarters in Mason City, Iowa, Metalcraft has provided thousands of businesses throughout North America and around the world with a wide range of choices in durable nameplates and labels to meet the needs of the ever-evolving industry of tracking and controlling. These customized products may include consecutive numbers using barcode

and/or RFID technologies. Metalcraft nameplates and labels are made from the toughest materials – polyester, anodized aluminum, stainless steel, polycarbonate, ceramic and more – to withstand environments ranging from mild to extreme, resisting abrasion, caustics/acids, solvents, salt air, high temperatures, and UV rays. Visit www.idplate.com for more information.

About ADASA, Inc.
ADASA Inc. licenses RFID tag encoding technology to leading RFID companies. ADASA technology overcomes the staggering cost of encoding and applying tags in our emerging RFID market. ADASA technology includes mobile tag encoders, software solutions and tag cartridges to safely replenish encoding operations with on pitch tags and tags that overcome the problems of tagging metals and liquids. ADASA RFID technology enables people to tag anything and to tag anywhere. Today the result is that ADASA technology enables the lowest total cost of ownership of any other tagging solution. Visit www.adasainc.com for more information.

About KSW Microtec AG
KSW Microtec AG, with its headquarters in Germany, is the world's leading supplier of RFID (Radio Frequency Identification) components for special and standard applications such as public transport, asset management well as high security applications such as ebanking and access control. KSW combines successful high-end wafer technology, extremely efficient assembly technology and far-reaching expertise in design, and has earned itself a leading position on the market as one of the most efficient, and simultaneously most flexible, producers of RFID components. The globally active company was founded in 1994, has cleanroom production facilities in Germany and is now employing 55 staff. Visit www.ksw-microtec.com for more information.

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