



## BusinessWeek

COMPUTERS AND ELECTRONIC EQUIPMENT

August 09, 2009 10:24 PM ET

## Reva Systems Corporation

Snapshot People

## COMPANY OVERVIEW

Reva Systems Corporation develops radio frequency identification (RFID) network infrastructure products. The company's products enable customers to deploy and manage RFID solutions. Its standards-based tag acquisition processor (TAP) appliances facilitate system performance, manageability, and security. The company's Reva Management System includes the Reva Multi-site Manager to provide Web-based access for enterprise-wide RFID device, site, and operations management; Reva Management Console, a software application for graphically configuring, monitoring, and managing sites; and Reva Scripting Tool that provides a scriptable command line interface for automating bulk operations, such as upgr...

[Detailed Description](#)

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[www.revsystems.com](http://www.revsystems.com)

United States

Founded in 2003

## KEY EXECUTIVES

**Mr. Bruce Berger**  
Chief Executive Officer and Director

**Mr. Ashley Stephenson**  
Co-Founder and Chairman

**Mr. David J. Husak**  
Co-Founder

**Mr. Buck Devashish**  
Vice President of Business Development

**Mr. Scott Barvick**  
Vice President of Engineering

Compensation as of Fiscal Year 2009.

## KEY DEVELOPMENTS FOR REVA SYSTEMS CORPORATION

## Reva Systems Introduces Software-Only Version of RFID TAP Appliance

06/24/2009

Reva Systems Corporation announced the introduction of TAP-VM, a software-based virtual machine version of the Reva TAP appliance. The TAP-VM virtual appliance runs on any hardware that supports the VMware Server(TM) 2 platform. The Reva TAP-VM is fully compatible with the existing family of Reva TAP appliances and provides identical functionality. The TAP-VM software alternative gives customers the flexibility to deploy on hardware platforms of their choice, ranging from small laptops to the blade servers. The Reva TAP-VM software is being delivered as part of the TAP R2.4 software release, and is initially supported on Microsoft Windows operating systems. This release also provides new capabilities for all TAP platforms including an open XML-based reader integration feature called XReader, enhancements to ALE and EPCIS event generation options, plus advanced configurable tag filters for detecting tag movement between locations. Significant features of the TAP-VM and R2.4 software release include: Advanced tag filtering for tag flows and tag transitions; EPCIS services (now configurable through the Reva Management Console); Application Level Events (ALE) enhancements; Additional reader support including the Reva Systems XReader protocol.

## Reva Systems Corporation Appoints Bruce Berger as CEO

04/14/2009

Reva Systems Corporation announced closing a \$5 million round of new venture funding following 43% growth in 2008. The company also announced its 500th customer site leveraging Reva's Tag Acquisition Processor (TAP) technology and flexible application platform. Reva has also named Bruce Berger as Reva's new CEO. Assuming responsibility from acting CEO and co-founder Ashley Stephenson, Bruce Berger joins Reva as the company's new CEO. Prior to joining Reva Systems, Berger served as President and CEO of Verrillon, Inc.

## Reva Systems Extends the Reach of Healthcare Tracking Systems

04/1/2009

Reva Systems Corporation announced it will demonstrate the first passive RFID solution package, Reva-4-Healthcare, designed to support healthcare tracking applications at the Healthcare Information and Management Systems Society (HIMSS) trade show. Reva-4-Healthcare is designed to integrate seamlessly with AeroScout's MobileView RTLS track and trace application platform. Healthcare applications that leverage Real-Time Location Systems (RTLS) capabilities can improve patient satisfaction and safety; they can also improve efficiency and save money. Specific benefits are realized in a variety of ways such as reducing of the

incidence of preventable medical errors; monitoring compliance with equipment procedures or other hospital protocols; enabling the assessment of key hospital operational metrics including response times and treatment schedules; raising critical asset utilization rates and reducing the loss rate of expensive biomedical equipment. The Reva-4-Healthcare demonstration at HIMSS will explain how the use of passive RFID technology complements active RTLS-based solutions to enable healthcare facilities to track resources including assets, consumables and people that until now could not be tracked using active RTLS due to form-factor or cost reasons.

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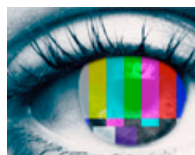
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