



FOR IMMEDIATE RELEASE

Lemmi Fashion Deploys Reva Systems' RFID Network Infrastructure

Apparel manufacturer converts RFID program from HF to UHF technology; leverages Reva for optimal performance

New York, NY, August 21, 2007 – Today at the RFID Journal AAFA Apparel & Footwear Summit, Reva Systems, the leading radio frequency identification (RFID) network infrastructure provider, announced that Lemmi Fashion, a Fritzlar, Germany-based supplier of children's apparel, is deploying Reva's Tag Acquisition Processor™ (TAP) products as the cornerstone of its RFID program conversion from high frequency (HF) to ultra high frequency (UHF) passive RFID within its global supply chain. By serving as the key enabler for Lemmi Fashion's HF-to-UHF conversion, Reva's RFID network infrastructure empowers Lemmi Fashion's RFID architecture to support global operations, a diverse supplier base, an expanding customer list and return on investment from internal processes.

Since mid-2005, Lemmi Fashion has used RFID extensively to streamline distribution processes. The company has seen measurable benefits including improved speed to market, order accuracy, and inventory management while continually evolving their RFID program. Lemmi originally relied on HF RFID tags and readers with proprietary, server-based RFID middleware for item-level tagging and tracking of garments, but is now converting to standards-based UHF Gen2 tags and readers supported by Reva's RFID network infrastructure. Because UHF technology has advanced and standardized to a point where it now surpasses HF from a cost and performance perspective, Lemmi

is able to realize more RFID-enabled use cases throughout operations in Europe and Asia.

“UHF Gen2 garment tags are now priced significantly lower than comparable HF tags and UHF readers offer both near and far-field interrogation options for the most dynamic set of read ranges. Reva's high-performance RFID infrastructure products pull the whole program together for the reliability, manageability and scalability we need as we move forward,” said Goetz Pfeifferling, CIO of Lemmi Fashion. “With UHF technology and Reva's RFID infrastructure we have the ability to implement new ROI-generating use cases and future-proof our deployments by insulating applications from the device layer in ways that were not possible with HF and server-based custom middleware.”

Lemmi Fashion is applying, reading and tracking RFID tags on garments as part of the manufacturing processes involving several suppliers in Asia and Europe. The tagged items then move through the distribution channel where they are read at strategic points. The finished goods arrive at Lemmi distribution centers in Germany where they are automatically scanned at receipt, during order processing and again as pulled orders become outboard shipments. Several Lemmi customers are reading the tagged items at stores and distribution centers as part of their receiving processes and Lemmi anticipates additional cross enterprise use of the RFID information going forward.

“Lemmi Fashion is a pioneer with a wealth of experience when it comes to relying on RFID in the apparel industry,” said Tom Schuster, chief executive officer of Reva Systems. “The fact that they are transitioning their successful RFID program from HF to UHF and committing to Reva's RFID network infrastructure for accuracy, scale, and ease of deployment validates both the maturity of UHF technology and the benefits of a network approach to implementing sustainable RFID systems.”

Lemmi Fashion's trusted RFID integrator and a Reva-certified implementation partner, Meco-Group, is converting the RFID program from HF to UHF simultaneously at Lemmi facilities in Germany and the suppliers involved in Asia. Checkpoint Systems is working closely with Meco and Reva providing RFID portals, printers and other equipment as part of the full solution. In addition to Lemmi Fashion, Reva recently announced significant production deployments with other world-class enterprises including METRO Group, Sony, Dow Corning and Hewlett-Packard. With a global network of channel partners delivering and supporting Reva solutions across four continents, Reva's TAP is becoming the platform of choice for production RFID rollouts.

About Lemmi Fashion

Lemmi Fashion has been long established in the children's fashion industry. Based in Germany, they have been designing and distributing high quality children's clothes since 1959. Their high quality, functional and practical collections are a trademark of their brand, their experience and their knowledge of the childrenswear industry. For additional information, visit www.lemmi.de.

About meco group

Since 1998, meco group has been delivering IT Consulting, Management Services, Infrastructure Management Services, RFID based solutions, user help desk and on-site support to the apparel industry, retail and health care. The meco group is committed to providing quality Application Service Providing, Managed Services, Retail Software Solutions as well as innovative rental concepts. Based in Germany, meco group provides its services across Europe and to dedicated Asian countries to fulfill the needs of their international customer base. For further information, visit www.meco-gruppe.com.

About Reva Systems

Reva Systems develops RFID network infrastructure products that enable customers to rapidly deploy scalable solutions in any environment. Reva's standards-based Tag

Acquisition Processor (TAP) products facilitate improved system performance, manageability and accuracy while significantly lessening implementation time and complexity. Reva products are delivered by a global network of partners and deployed worldwide by enterprises leveraging innovative RFID applications to generate value in diverse industries including: aerospace, airports, automotive, distribution, food processing, manufacturing and retail. Reva was founded in 2004 and is headquartered in Chelmsford, Mass. For more information, visit <http://www.revasystems.com>

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Contact:

Pamela Nelson
Reva Systems
978-337-3153
pnelson@revasystems.com

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