



FOR IMMEDIATE RELEASE

Reva Systems Delivers RFID Item-Level Inventory For Retailers

Reva-4-Retail expands industry-focused RFID solution portfolio

Orlando, FL, April 27, 2009 – RFID Journal LIVE! – Reva Systems, the leading RFID infrastructure provider, today announced Reva-4-Retail as the newest addition to its series of industry-focused RFID solutions. Reva-4-Retail integrates Reva’s category-leading TAP appliance with a retail store inventory application that facilitates easy stock-taking and replenishment. Reva-4-Retail also includes support for pre-qualified handheld RFID readers and industry standard item-level RFID tags.

Reva-4-Retail will be demonstrated at the RFID Journal Live trade show in Orlando this week. Developed directly from Reva’s experience with global retail customers and industry partners, the solution addresses the most common item-level inventory requirements of retail store operations. Reva-4-Retail includes an integrated Handheld Inventory Reporting Application (HIRA) hosted on the Reva TAP. The HIRA application serves web pages that provide immediate feedback on sales-floor and back-room inventory counts by Stock Keeping Unit (SKU), non-displayed-item or replenishment reports and ghost-stock reports that compare expected inventory to observed inventory.

Reva-4-Retail follows on the heels of the recently announced Reva-4-Healthcare tracking solution, which was demonstrated earlier this month at the Healthcare Information and Management Systems Society (HIMSS) trade show in Chicago. Reva is delivering on its commitment to offer a series of industry-focused solutions that target the RFID requirements of different vertical markets. Each solution package will leverage Reva’s proven TAP infrastructure technology for the management and operation of RFID deployments.

“Our significant experience with RFID systems deployed across a wide range of industries and markets allows us to tailor solutions that zero in on specific customer needs,” said Ashley Stephenson, Reva co-founder and chairman. “There will be more Reva-4-Industry packages to follow, each one focused on simplifying deployment of RFID in a specific vertical market. Our goal is to help targeted industries realize significant ROI from RFID projects sooner while making the entire solution much easier to manage.”

About Reva Systems

Reva Systems develops RFID infrastructure products that enable customers to rapidly deploy scalable solutions in any environment. Reva’s standards-based Tag Acquisition Processor (TAP) products enhance the performance, manageability and accuracy of RFID systems while reducing implementation time and complexity. Reva products are delivered by a global network of partners and are deployed worldwide by enterprises using RFID to generate value in diverse industries. Reva was founded in 2004 and is headquartered in Chelmsford, Mass. For more information, visit www.revasystems.com.

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