



FOR IMMEDIATE RELEASE

Reva Systems and Intel Collaborate to Drive RFID Reader Standard

Intel to provide Reva's Low-Level Reader Protocol (LLRP) implementation to vendors using the Intel UHF RFID Transceiver R1000 radio chip; Reva and Intel to support open source initiatives

Chelmsford, Mass. and Dallas, TX, April 30, 2007 – Reva Systems, the leading RFID network infrastructure provider, today announced that Intel will provide Reva's Low Level RFID Reader Protocol (LLRP) developers' kit and test tool to reader vendors employing Intel's R1000 radio chip. This is in addition to the ongoing LLRP development activities Reva and several leading reader manufacturers started earlier this year. LLRP is an EPCglobal standard for reader control and communications that is paving the way to industry-wide reader interoperability.

Upon completion of a 30-day prototyping period among reader manufacturers, the Reva LLRP developer's kit, implementation code and supporting documentation will be turned over to an open source project available to any individual or company who wishes to participate.

Reva recognizes that standards-based RFID is the key to widespread deployment of scalable RFID. RFID pilots and early deployments have been typically based upon a small number of readers communicating over proprietary, non-standard interfaces. The relevance of these pilots to real world deployments has clearly been limited, and comparison with adjacent technology adoption curves, for example 802.11 Wireless, clearly supports that large-scale adoption is only truly enabled when products offering standardized interfaces become available. For RFID, the LLRP standard addresses the

reader-to-network interface layer providing a globally available mechanism to fully leverage the Gen2 / ISO 18000-6C standard that has addressed the tag-to-reader air interface layer.

By collaborating to advance the adoption of LLRP, Reva and Intel are enabling equipment vendors to provide standards-compliant solutions to end users that achieve the scalable performance, configuration and manageability required by enterprise wide deployments. For the end user, standards-based solutions spawn vendor competition leading to technology improvements, innovation and value pricing providing both the reader choice and technology reliability that enterprises require for RFID production rollouts.

“EPCglobal’s recent ratification of LLRP and Reva’s introduction of an LLRP developer’s kit are significant industry milestones and indicate that UHF RFID technology has matured,” said Michael J. Reed, Intel RFID Operation general manager. “The combination of this reader interface standard and Intel’s recent introduction of the Intel R1000, a highly integrated reader transceiver chip, will ease end-user deployments and accelerate UHF RFID adoption.”

Reva was a primary contributor to the LLRP development process. David Husak, Reva’s chief technical officer, acted as co-chair of the EPCglobal working group and Dr. P. Krishna, Reva’s chief systems architect, served as the editor of the comprehensive specification document. Intel approached Reva to work together to jumpstart adoption of the LLRP standard. Reva’s efforts have culminated in this plan to offer reader vendors an LLRP developer’s kit under normal open source guidelines. It is expected that this distribution arrangement will not only stimulate the swift adoption of the LLRP standard, but will also foster an active open source community to support ongoing development of the implementation.

“Reva’s business is RFID network infrastructure that brings ease of operations, accuracy of data and improved system performance to production-scale deployments,” said David Husak, co-founder and chief technical officer, Reva Systems. “We invest resources in standards development such as LLRP because history has shown that technology standards drive industry adoption. Intel’s R1000 transceiver is a leap forward for the industry in enabling low cost, full featured LLRP compliant readers. It is our ultimate hope that Reva’s efforts, in combination with Intel, will involve a larger trend towards the evolution and vitality of RFID’s full potential.”

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 security 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. Reva was founded in 2004 and is headquartered in Chelmsford, Mass. For more information, visit www.revasystems.com.

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