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# Reva Systems Announces the Tag Acquisition Network (TAN) to Accelerate Radio-Frequency Identification (RFID) Deployments

*Network-Centric Architecture Applies Proven Networking Concepts to RFID*

**Chelmsford, Mass., June 6, 2005** – Reva Systems, an emerging company focused on delivering the industry's first network-centric architecture for growing radio-frequency identification (RFID) implementations, announced today its open, standards-based Tag Acquisition Network (TAN) architecture. Until today, RFID deployments have been limited to small groups of proprietary readers connected to servers running RFID software. With today's announcement, Reva introduces the TAN as the catalyst that enables RFID pilots to advance to scalable, repeatable, and reliable enterprise-wide rollouts.

The proliferation of RFID is inevitable as the promise of commercial benefits across industries is realized. With the number of network-connected readers deployed globally projected to grow beyond 100 million within the next decade, the RFID reader is poised to become the most numerous and densely deployed device in the enterprise networks of leading corporations including retailers, manufacturers, healthcare providers, and entertainment venues around the world. To date, RFID pilots have typically been limited in scale and require custom implementation. As RFID moves into multiple-application, enterprise-wide deployments, the ability to scale rollouts is critical.

"Reva's Tag Acquisition Network builds on the best practice designs of enterprise wired and wireless networks, applying proven technological and networking attributes such as layering and central management," said Joel Conover, Principal Analyst, Enterprise Infrastructure at Current Analysis. "With Reva's Tag Acquisition Network architecture, customers avoid the scattered design and scalability problems of first-generation RFID solutions, bringing control back to the data center."

"Current Radio Frequency Identification (RFID) practitioners consider scalability and operational support to be two of the biggest hurdles to broad deployment of RFID with current technology. Recently launched Reva Systems is looking to address this problem with its Tag Acquisition Network (TAN) concept, which takes a very networking-centric approach to managing RFID devices across a large enterprise. The evolution from RFID pilot to broad deployment is dependent upon a company's ability to manage these devices in a similar context to other networking gear." Source: Dennis Gaughan, Research Director, The AMR Research Alert, June 3, 2005.

Reva applies proven networking principles similar to those employed in LANs, wireless LANs, and storage-area networks (SANs) to RFID in order to integrate each local Tag Acquisition Network (TAN) as part of the enterprise infrastructure for rapid, repeatable, and reliable RFID deployments. By adding a layer of networking intelligence to local networks of RFID readers and tags, the Tag Acquisition Network (TAN) architecture enables scalable, enterprise-wide RFID adoption, accelerating RFID technology investments as the RFID marketplace drives to meet next-generation requirements.

"The addition of RFID readers to the enterprise network is more than the simple connection of a new class of networked device," said Ashley Stephenson, CEO of Reva Systems. "To truly leverage the benefit of RFID now and in the future, adopters require a robust architecture for building an intelligent, scalable, reliable, and repeatable infrastructure from the start."

**About Reva Systems**

Reva Systems develops network-intelligent products for the emerging radio frequency identification (RFID) market. Eliminating the proprietary design and scalability problems of first-generation RFID solutions, Reva's Tag Acquisition Network (TAN) architecture uses proven networking concepts to enable more scalable, repeatable, and reliable enterprise-wide RFID reader deployments. Founded in 2004, and headquartered in Chelmsford, Mass., Reva is backed by Charles River Ventures and North Bridge Venture Partners. For more information, visit http://www.revasystems.com.



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