



FOR IMMEDIATE RELEASE

Reva Systems Unveils RFID Tag Acquisition Processor™

Network-Intelligent Device Designed for Plug-and-Play Facility-based RFID Rollouts

Chelmsford, Mass., October 18, 2005 – Reva Systems®, an emerging company focused on delivering network-intelligent products for radio frequency identification (RFID) installations, today announced the availability of its Tag Acquisition Processor™ (TAP). The TAP is a rack-mountable, standards-based device that manages facility-wide RFID readers as one cohesive unit, delivering superior, cost-effective system-level performance to support RFID adoption across a wide range of vertical markets.

Today's announcement marks an important milestone in Reva's vision for the Tag Acquisition Network (TAN) – a scalable, facility-based architecture for RFID that leverages industry-standard tags, readers, and protocols. The introduction of a Reva TAP to a customer's facility transforms a collection of autonomous readers into a reliable and scalable TAN. The TAP creates an RFID infrastructure layer which logically resides above the reader layer and represents an extension of the existing enterprise network. The TAP ensures predictable operation of an RFID-enabled facility, optimal usage of available RF spectrum, seamless data integration with enterprise applications, and includes a powerful management console for configuration, commissioning, and monitoring of RFID systems.

“Customers tell us that the level of investment required to build, operate, and maintain an RFID system may be prohibitive due to the problematic and complex nature of

deployment, the total cost of ownership for RFID solution components, and the degree of hardware and software customization that is typically required,” said Ashley Stephenson, chief executive officer of Reva Systems. “The Reva TAP was designed to meet these challenges and accelerate the investment payback period.”

Today’s RFID market is poised to transition from mandate-driven pilots to ROI-driven production deployments, but for many customers broader adoption requires new approaches to RFID implementations. According to Scott Langdoc in the October 2005 AMR Research Report, “RFID and Retail: Little Return for Case and Pallet Tagging,” “While many retailers believe that RFID technology will eventually transform their supply chains and make their operations more efficient, the reality is that even thought-leading retailers haven’t been able to develop a clear-cut case for moving forward from research investments or pilot projects to an enterprise-wide rollout of the technology.” Reva’s Tag Acquisition Network architecture and Tag Acquisition Processor directly address the performance requirements and infrastructure investment needed to successfully deploy RFID.

“RFID reader deployment is an ideal area to test new approaches to RFID implementation. While reader technology will continue to improve, much of the benefit won’t be captured until better, faster, and cheaper ways can be found to install and manage readers. Logically, the optimum approach is to do it at a systems level. Reva isn’t a solution for limited, “slap and ship” implementations, with few application integration requirements and no need to scale. For more aggressive growth plans, though, and integration to multiple applications including ERP, Reva’s approach is one that should be considered.” Source: John Fontanella, Aberdeen Group, “Research Brief: Reva Systems Systematizes RFID Reader Deployment and Management on the Network,” October 2005.

The Reva TAP addresses key RFID infrastructure deployment challenges, including:

- **Reader management:** As RFID deployments grow, it becomes increasingly important to manage readers at a system level – coordinating read schedules, avoiding interference, and optimizing the use of RF spectrum across an entire facility. The Reva TAP supports current and Gen2 readers, improves whole-facility tag-read performance, optimizes throughput, and allows RFID systems to scale.
- **Location management:** While early pilots assumed each reader represented a specific location or role, production RFID deployments require administrators to divide facilities into virtual locations that support diverse application demands. The Reva TAP delivers powerful and flexible location virtualization capabilities so that applications see only refined, high-quality tag observation events, linked to locations they understand.
- **Data management:** As RFID is more broadly deployed within organizations, requirements emerge for a high-quality RFID data service. The Reva TAP delivers the necessary infrastructure to ensure organizations can leverage their RFID data across a broad range of applications, business components, and enterprise IT investments. The TAP supports standard and application-specific interfaces for RFID data access including ALE, JMS, SQL, and SAP-AII.
- **Operations management:** To be successful in production rollouts, the RFID infrastructure must be a reliable, manageable system consistent with the existing enterprise network infrastructure and skill sets. The Reva TAP offers real-time 7x24 failover redundancy. The Reva Management Console allows organizations to remotely manage and monitor RFID-enabled facilities. It offers a drag-and-drop GUI and delivers a robust set of capabilities for configuring data services and reader layout, as well as analysis of RF coverage and reader network health.

Pricing and Availability

The Tag Acquisition Processor and Reva Management Console, which are available and shipping now, are currently deployed in retail and manufacturing environments. Base unit pricing starts at \$9,995 USD list, with customer-specific configurations quoted upon request.

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 and Tag Acquisition Processor (TAP) use 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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