



## NEWS RELEASE

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### Stratum Global, Omron RFID Form Strategic Alliance to Deliver Guaranteed RFID Application Performance

*RFID reader performance, high yield, high performance inlays provide RFID customers with unmatched application performance and greater ROI*

Littleton, CO. — February 2, 2006 — Stratum Global, a leading RFID solution provider and Omron RFID, a unit of the \$5.5 billion global manufacturer of sensing and automation products, today announced a strategic relationship designed to help ROI-minded customers benefit from Stratum's application performance and Omron's two-decade long reputation for high-yield RFID tags and high performance readers.

Omron manufactures high quality RFID tags and reader products known for their high functionality in hostile environments. The tags maintain their performance even with high levels of bending and vibration when adhered to an object. Stratum Global develops and markets TagNet - a platform agnostic, release focused RFID software solution suite. Using TagNet, companies will have a scalable solution to deploy fixed portals and/or mobile read points, filter and collect tag data, establish application level events and integrate that data to existing enterprise systems. TagNet is fully implemented and deployed within weeks – not months or years. This functionality, coupled with Omron's product reliability, will increase asset and object visibility, improve product traceability while eliminating replacement costs that are incurred for failed or poorly working inlays.

Omron recently announced plans to invest \$20 million globally in its RFID initiatives. The partnership with Stratum Global supports a joint commitment to increase the value of an RFID deployment. Drawing on Omron's reputable track record and Stratum Global's extensive RFID implementation experience, the two

companies will work in tandem to deliver complete RFID solutions that provide measurable business case based ROI for their customers.

Officials say the partnership complements each company's strengths and addresses the growing concerns users have about RFID system performance. Both companies contend that greater emphasis on return-on-investment is emerging as the primary business motivation of new RFID users as they look past the current compliance-driven RFID implementations.

"Omron ships RFID inlays – the mobile antenna - that arrive with a 95% to 98% yield rate and maintain their performance through both the conversion process and the application process," says Bill Arnold, Omron RFID's chief strategist. "Total system performance is only as good as the weakest component of the system. Our aggressive new partnership with Stratum Global serves as an ideal complement to Omron's focus on the total quality for both inlays and hardware system performance."

Arnold continued. "Partnering with Stratum Global will give us a competitive advantage in the marketplace because we will be able to provide our mutual clients with a complete, guaranteed application -performance RFID solution – this in turn will give our customers the upper hand."

"Our clients require RFID completeness," said Jim LaPalermo, vice president – business development, Stratum Global. "Omron is a world leader in RFID and we are excited to work in tandem providing our clients with full visibility, traceability and movement of objects or assets within even the most hostile of environments."

#### About Omron

Headquartered in Kyoto, Japan, OMRON Corporation is a global leader in the field of automation with \$5.5 billion in annual revenue. Established in 1933, OMRON has more than 26,000 employees in over 35 countries working to provide products and services to customers in a variety of fields including industrial automation, electronic components, social systems, and healthcare. Omron's RFID Division has been in the RFID business for over 20 years and has US operations in Schaumburg, Illinois. OMRON offers a wide range of RFID products including tags and readers for HF (13.56 MHz), UHF (915 MHz) and other frequencies. For more information, write to [info@omronrfid.com](mailto:info@omronrfid.com), visit the Web site at [www.omronrfid.com](http://www.omronrfid.com) or contact OMRON's U.S. office at (888)-303-RFID.

#### About Stratum Global

Stratum Global is a software solutions company and systems integrator that develops and markets TagNet, a release supported, platform agnostic Radio Frequency Identification (RFID) solution suite. Stratum Global's sole business is RFID. Our customers are realizing the benefits today of complete RFID enabled solutions for Closed-Loop, Asset Management and Compliance. Stratum Global delivers best-in-class RFID business solutions with a solid understanding of industry key issues, current trends and recognizing that each customer has unique needs and complex requirements. Stratum provides

complete implementation services including site surveys, hardware installation, enterprise integration, tag placement and testing, training services and education to support the total RFID solution.

Regardless of your RFID initiatives, Stratum Global has a solution that can bring immediate value to most organizations. Invest incrementally – scale your RFID solution as your business needs to. “Start Small, Think Big.” For more information call 303.730.7343 or visit [www.stratumglobal.com](http://www.stratumglobal.com).