



# MID-SOUTH MARKING SYSTEMS

*Partners In Tracking Your Business*

## **FOR IMMEDIATE RELEASE**

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### **MID-SOUTH MARKING SYSTEMS ENTERS RFID PARTNERSHIPS**

Memphis, TN, August 5, 2004---Mid-South Marking Systems announces its technology certifications and business partnerships with Alien & Zebra Technologies, both global leaders in the emerging technology of radio-frequency identification (RFID.) "RFID is clearly the next frontier," says Rick Summers, President-CEO of the Memphis-based company, "in the world of automatic identification," which also encompasses biometrics and more traditional bar coding. An architect of bar code-enabled solutions for over twenty years, Summers says his company, "stands on the shoulders of partners like Zebra and Alien for raw technology like RFID. Our job is to apply the technology in a straight-forward way to our customer's business."

With recent announcements of RFID-driven supply chain initiatives from leaders like Wal-Mart and the Department of Defense, RFID has heightened interest and awareness in the efficiency and data accuracy possible with Auto-ID technology. Standards to unify ultra high-frequency (UHF) RFID technology and the recently unveiled Electronic Product Code (EPC), the sequel to the now ubiquitous UPC bar code, will not be finalized and released until late fall. However, Wal-Mart is forging ahead with its own subset of requirements to which its Top100 vendors must comply.

Touted by some in the business media as the "end of the bar code," RFID, a forty year-old technology, will in reality compliment bar codes and be built on top of existing bar code systems, according to industry insiders. "The bar code is just as relevant now as ever," says Summers, "which can be seen as the FDA forces compliance on industries that have been slow to incorporate bar coding, like healthcare and pharmaceuticals." Most companies are just trying to sort through the headlines. "With the current buzz in business around RFID, there is a significant amount of disinformation and misperception that needs to be addressed through education. We want to help companies understand both the strengths and limitations of RFID technology."

While RFID can apply to areas like inventory control and asset tracking, so can the bar code, often at far less cost. "Our sales people are getting really good at asking 'Why?'" says Summers, "Why RFID? Usually folks are just trying to get their arms around the technology. Our job is to help them understand how to apply Auto-ID or RFID to their business goals." Summers welcomes the hype, "RFID will enable to new applications and processes and even new business models, but right now we're just focused on helping our customers understand it all and apply RFID technology where it makes sense."





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## **About Mid-South Marking Systems**

Mid-South Marking Systems is a solutions-focused reseller of automatic ID technologies for customers in the logistics/distribution, manufacturing, healthcare, retail, and horticulture industries in Memphis and the surrounding Mid-South area. Leveraging its expertise in project management, bar coding fundamentals, automated print and apply systems, and relationships with manufacturers, such as Zebra & Alien Technologies, they have provided point solutions in areas like asset tracking, inventory control, and product packaging since 1981.

## **About Zebra Technologies**

Zebra Technologies delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 90 countries around the world. More than 90% of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, "smart" label, receipt, and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has sold more than three million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions, and printing supplies. Information about Zebra bar code and RFID products can be found at [www.zebra.com](http://www.zebra.com).

## **About Alien Technologies**

Alien Technology Corporation is a leading provider of reliable, high-volume, low cost, EPC compliant Radio Frequency Identification (RFID) products. Using Fluidic Self Assembly, a patented manufacturing process, Alien manufactures electronic product code (EPC) class 1 tags and readers used in a variety of applications including supply chain management, logistics operations and anti-counterfeiting to improve inventory management and reduce operating costs. Alien Technology Corporation is an active member of EPC global. More information about Alien Technology Corporation can be found on the Company's website at [www.alientechnology.com](http://www.alientechnology.com). Alien, Alien Technology and FSA are trademarks or registered trademarks of Alien Technology Corporation in the United States and other countries

