

TagMaster Launches New ID-Tag MarkTag MeM at Intersec in Dubai

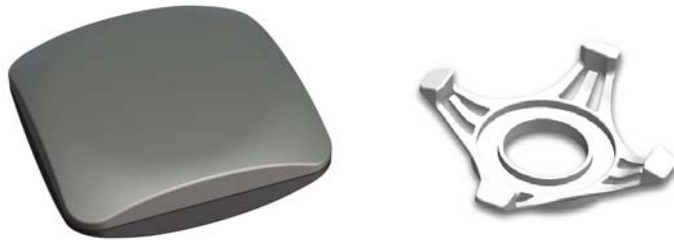
Stockholm, Sweden, January 2009 - TagMaster, a leading producer of advanced RFID solutions for all access installations, will launch the new MarkTag MeM at Intersec trade show in Dubai 18-20 January. This new ID-tag is the latest addition to TagMaster's Access family of RFID tags and is designed to suite a range of applications such as Parking, Condominium, Gated Communities, Restricted Areas but also in true hands-free People Access applications. MarkTag MeM uses a new antenna technology that gives a wider and longer reading lobe, making the tag less sensitive to angels between the tag and the reader.

The MarkTag MeM is a 2.45 GHz read-only ID-tag. Each ID-tag has a pre-programmed 8-digit unique factory set identity code and a 32 bit checksum for automatic verification. In combination with a random reflection of the reader signal, this eliminates substitution errors even with several ID-tags identified simultaneously.

The new tag is designed according to TagMaster new product line introduced with the Gen4 reader. The elegantly gray scaled tags are shaped in a handy rounded shape. The robust polymers that are used in the tag make for a tag resistant to mechanical damage.

The new antenna technology gives a more signal sensitive solution resulting in a longer reading range – up to 10 meters using the popular LR-6 reader. The antenna characteristic also provides a reading lobe that is wider making the tag less sensitive to angels between the tag and the reader. This is very useful in many access applications where it may be difficult to install the reader right in front of the vehicle. It also makes it possible to place the tag on the dashboard of the car as an alternative to windscreen mounting.

The new WinFix™ MeM holder has been specifically designed for the tag that can be placed in the wind-screen of the car or on the dash-board inside the car. The MarkTag MeM is easily clicked into or removed from the holder specially designed for windscreen- or dashboard mounting.



About TagMaster

TagMaster is a Swedish technology company founded 1994 with headquarters in Kista (Stockholm), Sweden. TagMaster designs and markets advanced long-range radio frequency identification (RFID) systems and information services associated with automatic vehicle identification, rail bound transportation and people access, in order to increase efficiency, security, convenience and to decrease environmental impact. TagMaster exports mainly to Europe, Asia and North America via a global network of partners, systems integrators and distributors. TagMaster shares are traded on First North in Stockholm, Sweden. TagMaster's Certified Adviser is Remium AB.
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