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TagMaster continued expansion in the US market

Kista, Stockholm. 14 September 2009 - **TagMaster, the leading producer of advanced RFID solutions for long range identification announced today the successful installation at the US based Baptist Medical Center. This installation is one in the line of successful installations in the US market expanding the TagMaster market share in the vehicle access segment.**

Configuration and installation of the TagMaster reader is quick and easy by web enabled browser menus and an "all-in-one box" design and a full range of communication interfaces helps to integrate the reader as part of any parking access equipment available in the market. TagMaster AVI system replaces other equipment used for vehicle access control that proved to be less reliable and efficient, that may cause congestion around barriers during traffic peak hours.

During a quick 6-week implementation, Tagmaster North America in collaboration with Security Support Services, a prominent Jackson-based provider of full-range security support and investigation services, installed a total of 7 TagMaster long range readers from the LR-series to accommodate unique demands for extended read-range – integrated with a market-leading access control system and gates. A total of 700 ID-tags have been distributed to doctors during the gradual roll-out.

The Baptist Medical Center (BMC), located in Jackson, Mississippi, has been serving the local community for over a century with its unique brand of comprehensive and compassionate health care services. With the implementation of TagMaster readers and tags, BMC Security Group is now able to effectively and efficiently track, monitor, and manage parking usage. Additionally, security is dramatically tightened, as only vehicles with valid TagMaster ID-tags are able to gain access to the reserved section of the two parking lots.

Due to the speed of entry and exit facilitated by the TagMaster RFID AVI solution, traffic flow is smoother; doctors experience improved convenience and are able to report to duty much more quickly with considerably less stress than before. –The success in the US market has been achieved by a combination of excellent skills and supreme efforts performed by our US based partner Tagmaster North America and a cutting edge product line that delivers unbeatable performance and reliability, says Bo Tiderman VP Sales and Marketing at TagMaster AB.

About TagMaster AB

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 transportations 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 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. www.tagmaster.com

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