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FOR IMMEDIATE RELEASE

Atlas RFID Solutions Announces New Active RFID Tag Designed
Specifically for Harsh Construction Environments

*Company Works with RFID Technology Vendor to Design New Hardware Based on
Experience with Industrial Construction Clients*

Birmingham, Ala., December 4, 2013—Atlas RFID Solutions, the world leader in comprehensive Auto-ID solutions for construction site material control, today announced the certification of a new active RFID tag designed specifically for use in harsh construction environments. Atlas partnered with Omni-ID, the leading provider of rugged RFID Tags, to test and certify a new RFID tag purpose built to address the needs of Atlas' industrial construction clients, who operate in extreme environments across the globe.

"After working with our clients to deploy RFID-enabled material control solutions in some of the harshest environments in the world, we identified a need for extremely rugged hardware," said Robert Fuqua, CEO of Atlas RFID Solutions. "When we looked at what the market had to offer, we found that there were no active RFID tags designed specifically for this market. We felt it was our obligation to push the market to innovate on behalf of our clients, so we found a partner in Omni-ID that shared our passion for innovation. We are proud to certify this tag as the first output of that partnership."

"We've worked very closely to develop a differentiated product that truly meets the needs of the industrial construction industry," said George Daddis, Jr., President and CEO of Omni-ID. "The Power 1 tag is raising the bar when it comes to both performance and value in the marketplace. We're very proud to support Atlas in launching and marketing this solution."

The Omni-ID Power 1 is an IP69 rugged active tag capable of remarkable performance while tracking assets in harsh environments. Over-molded for maximum moisture-resistance with flexible mounting options, the Power 1 includes enough battery capacity for at least 5 years of duty in almost all applications. The tag features a 433 MHz frequency that penetrates snow and moisture and provides a read range of one-hundred meters and acquisition rates of seven times faster than currently available tags.

Atlas RFID Solutions will host a webinar in early 2014 to provide additional application detail on this complete vertical solution. For more information about the Jovix™ Certification process or to find out more about how Atlas RFID Solutions and Omni-ID are working together to address the needs of the industrial construction market, contact us.

About Atlas RFID Solutions

Atlas RFID Solutions, LLC is the provider of Jovix™, an award winning site material control system designed to support complex jobsite materials management process for large, industrial construction projects. Jovix™ combines proprietary server and mobile software with Auto-ID technology such as barcodes and RFID in order to extend material control into the field and automate key workflow processes to provide construction with actionable, real-time information about the location and status of materials, thereby ensuring visibility and traceability from purchase through installation.
Jovix™ is currently deployed at over 70 sites throughout the United States, Canada, Australia, Thailand and China. For more information, visit www.atlasrfid.com or call +1 205 383 4428.

About Omni-ID

Based in Rochester, NY, Omni-ID has developed original, patented technologies for on-metal and visual tagging to enable a broad range of applications to improve asset tracking, supply chain management and work-in-process. Omni-ID is the leading supplier of RFID tags and visual tagging systems for Manufacturing & Logistics, Energy, IT Assets and Tool Tracking. Omni-ID's versatile family of products provides a complete range of tags and auto-ID solutions for tracking and identification challenges, with unprecedented accuracy, in any environment. For more information, visit www.omni-id.com.

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