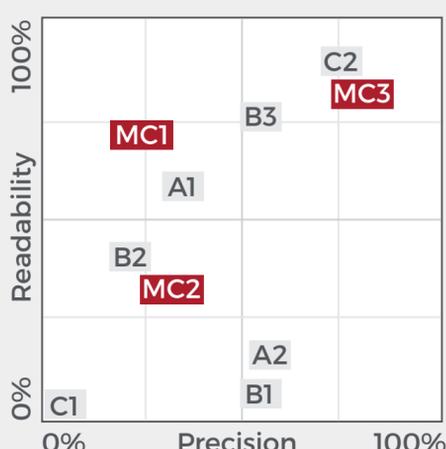


METALCRAFT DELIVERS IN UNIVERSITY RFID BENCHMARKING STUDY

University of Texas in Arlington conducted third-party testing of 10 selected RFID tags across multiple mediums, distances, and orientations. Metalcraft's Universal RFID Tags consistently performed as well as or better than RFID tags from "traditional" RFID companies.



PRECISION AND READABILITY



Metalcraft's RFID tags are consistently some of the best performing tags when tested for precision and readability. Precision measures for repeatability of the readings, while reliability measures the accuracy of the reading from varying distances, in different orientations, and on various materials.

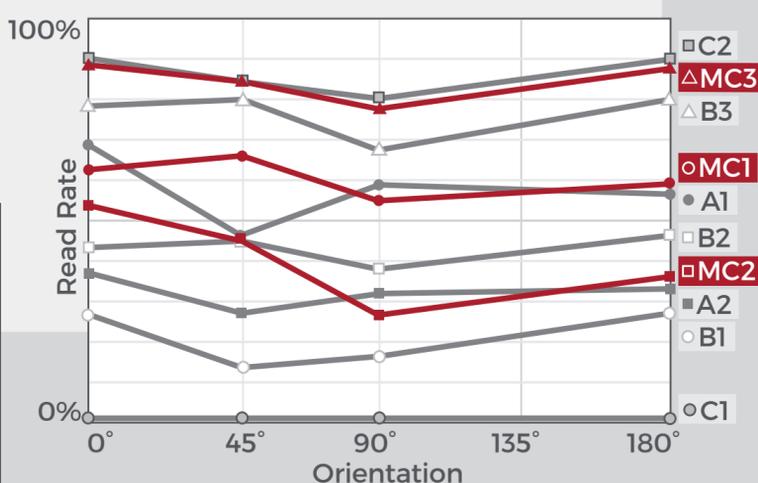
MC1 = Metalcraft Universal
 MC2 = Metalcraft Universal Mini
 MC3 = Metalcraft Universal Hard
 A1 = Company A, Tag 1
 A2 = Company A, Tag 2
 B1 = Company B, Tag 1
 B2 = Company B, Tag 2
 B3 = Company B, Tag 3
 C1 = Company C, Tag 1
 C2 = Company C, Tag 2

Metalcraft's Universal Hard Tag tested as the most precise tag in the study. All Metalcraft tags performed as well as or better than other tags in the same group—especially in consistent readability.

READ RATE BY ORIENTATION

RFID tag placement and reader angles can impact the readability of an RFID tag. To imitate realistic read conditions, the study tested different tag orientations to determine readability at different angles.

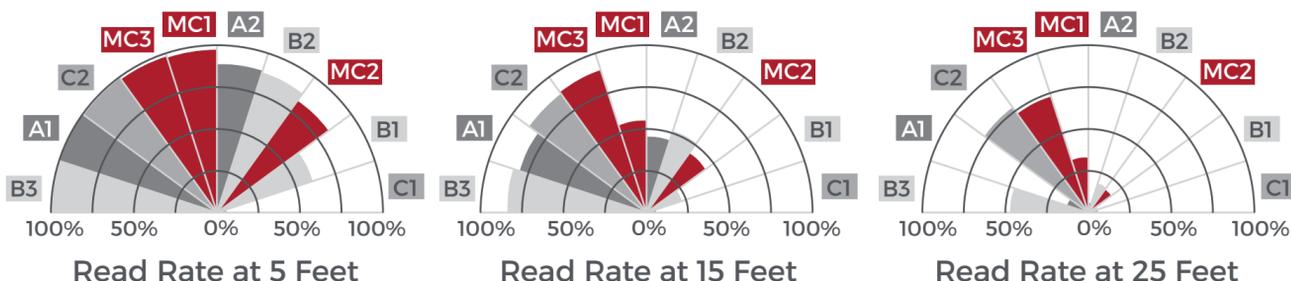
Metalcraft's Universal tags performed as well as or better than most other tags within the study—and with better than average readability. Both the Metalcraft Standard Universal Tag and the Universal Hard Tag were top performers across orientations.



READ RATE BY DISTANCE

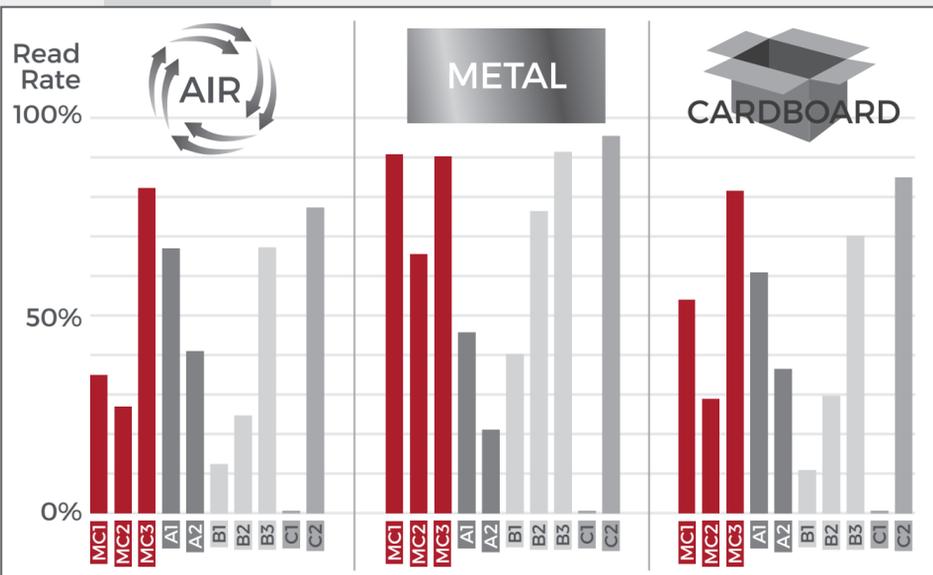
The study also looked at how well the tags could be read at varying distances—from 5 to 25 feet.

Metalcraft consistently performed as well as or better than the competition across the distances tested.



READ RATE BY MATERIAL

Materials Tested: Air, Metal and Cardboard

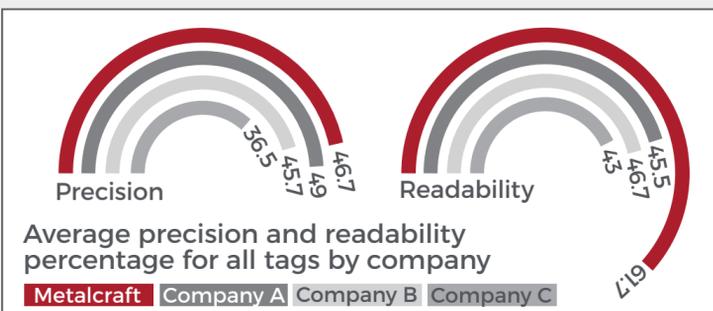


The most common material for Universal tags to be read on is metal, so that's the emphasis for performance during tag development. This study also shows how these on/off metal tags read on other common surfaces.

Metalcraft's RFID tags all registered above 65% read rates on metal, with the standard Universal and Universal Hard Tag both registering about 90%. All of Metalcraft's tags performed at similar levels to other tags in their categories.

SUMMARY

This study illustrates that Metalcraft's Universal RFID products are high performing tags across a variety of different parameters in comparison to other RFID tags on the market.



For more information on the study's methodology and results, visit www.UniversalRFID.com/Universal-Performance.

