

**Media Contact:**

Melanie Smith

Atlas RFID Solutions

PR Manager

[msmith@atlasrfid.com](mailto:msmith@atlasrfid.com)

Phone: +1 205-918-7140

**FOR IMMEDIATE RELEASE**

**Atlas RFID Solutions Announces BYOD Initiative  
for Jovix™ Materials Management Solution  
“Bring Your Own Device” Initiative Allows Clients to  
Leverage Existing IT Investments**

**Birmingham, Ala., April 13, 2015** — Atlas RFID Solutions, [the world leader in modern materials management for industrial capital assets](#), announced today a Bring Your Own Device (BYOD) initiative, which extends the Jovix™ mobile solution to consumer devices.

BYOD means clients can leverage existing IT investments to access the material data contained within Jovix™ faster, easier, and at a lower cost. Previous releases of Jovix Mobile™ were designed for purpose-built, rugged Windows devices. The new HTML5 mobile strategy removes many hardware restrictions enabling users to access Jovix™ from any internet-enabled device.

Josh Girvin, Senior Vice President of Product & Market Strategy states, “as a software company, being hardware agnostic is a core strategic tenet of Jovix™. Previously, we were only able to support Windows tablets with sufficient processing power and storage capacity. HTML5 enables Jovix™ to be used on a variety of hardware including inexpensive consumer devices. Feedback from enterprise customers who have global BYOD initiatives is what drove us to accelerate this on our product roadmap.”

Atlas will continue to offer the purpose-built Jovix Mobile™ native Windows application. “There are use cases, such as remote locations with poor network availability, where the native application is superior to HTML5,” added Girvin.

Atlas RFID will be demonstrating the BYOD functionality this week at Fiatch 2015 in Boca Raton, Florida.

**About Atlas RFID Solutions**

Jovix™ is an award-winning materials management application developed by Atlas RFID Solutions specifically for the industrial asset market. Jovix™ combines web-based server software with mobile and auto-ID technologies to extend access to information to decision

makers in the field, as well as digitize and automate manual paper-based data collection processes. Jovix™ provides value for Owner/Operators, EPC firms, contractors, fabricators and suppliers by removing impediments to productivity that result from material readiness issues.

To learn more about Jovix™, Atlas RFID Solution's modern materials management application used on more than 200 sites across the globe, and how it helps industrial construction projects increase efficiency, protect schedule and reduce unnecessary costs, visit [www.atlasrfid.com](http://www.atlasrfid.com) or call +1 855-568-4151 in the US or +1 587-487-5737 in Canada.

###