

## PRESS RELEASE

### **Nanotron Technologies is Silver Sponsor for IDTechEx 2012**

#### **Leading German Real Time Location System developer to play a major role at IDTechEx - Wireless Sensor Networks & RTLS Europe.**

**Berlin, March 20, 2012** – Leading RTLS developer nanotron Technologies is Silver Sponsor for the IDTechEx Wireless Sensor Networks & RTLS Europe. The conference will be Europe's largest event on wireless sensor networks/ RTLS and their application. Together with its partners, nanotron Technologies will exhibit their products. Nanotron executive Thomas Förste will appear as special guest speaker. In addition, nanotron will be hosting a company tour of their Berlin Headquarters with a live demonstration of their personal safety RTLS solution as well as providing insights into next generation *protect* and *find* technology platforms.

Innovative solutions for the growing RTLS and RFID market, such as nanotron's *protect* and *find* platforms, will be a major topic on the Wireless Sensor Networks & RTLS Europe agenda. Thomas Förste will be shedding light on the latest uses and technology trends from major innovations in the wireless sensor, real time location system and active RFID sectors.

Thomas Förste, nanotron Technologies' Vice President Sales and Marketing, explains: "IDTechEx predicts significant growth in RTLS markets reaching US\$2.6bn by 2019. This year, customers and vendors of location-aware solutions are meeting in Berlin to discuss their success stories and new developments in Real Time Location Solutions. Of course, as a leading RTLS developer, we have a lot to share." He adds: "Together with our partners, nanotron presents a selection of application show-cases with a strong focus on return on investment."

Nanotron's product portfolio targets system integrators, middleware providers and OEMs focusing on global vertical markets. Nanotron promotes an open air-interface supporting ISO/IEC 24730-5:2010, the standard for global asset tracking and enables customers to sell their own vertical-specific tags.

The nanotron company tour will take place on May 14, 2012. The title of nanotron's presentation is: "*protect* and *find* - easy to use high-throughput RTLS applications".

The IDTechEx - Wireless Sensor Networks & RTLS Europe will be taking place on May 15-16, 2012 in Berlin, Germany. More information can be found at: <http://www.idtechex.com/energy-harvesting-europe/tours.asp>

#### **Nanotron:**

Nanotron Technologies is a leading provider of wireless products that help to protect and find people, animals and valuable assets. They create highly accurate location information and energy-efficiently transmit data with a single, low-cost chip. Nanotron's technology is patent-protected and follows ISO and IEEE standards for global asset tracking. Nanotron's solutions are used in a wide range of applications and industry verticals including child safety in public

places, livestock monitoring & management, mine safety, virtual fencing and transit yard management. Nanotron's products are available on two distinct platforms: "protect" and "find". The protect platform monitors proximity. The find platform locates people, animals and valuable assets. Both platforms create reliable and efficient visibility. Nanotron supports its customers and channel partners to adapt the "protect" and "find" products to the needs of their vertical markets.

## **Media Contacts**

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