

PRESS RELEASE

nanotron Technologies founds RTLS Focus Group with AIM Germany

New think-tank aims to raise awareness of RTLS and drive efficiency gains throughout global markets

Berlin, August 16, 2012. Leading German RTLS developer, nanotron Technologies, has joined the internationally renowned industry association AIM-D (Germany, Austria, Switzerland), which is part of the AIM Global network. Furthermore, nanotron and AIM-D have founded the Real Time Location System (RTLS) Focus Group. This new think-tank, led by nanotron CEO, Dr. Jens Albers, sets out to bring together AIM specialists to promote the industrial and commercial use of RTLS technology in current and upcoming markets. The group will focus on applications capable of attaining fast results and strong ROI.

With location awareness playing a vastly growing role in resource efficiency and asset management, the RTLS focus group will serve as an experienced guide to vendors, system integrators and end users. The group will examine current system requirements and solution approaches, analyse terms and concepts and develop a general model that classifies RTLS solutions according to ease of use, costs and implementation. The results will be made available to AIM members and to the public

Dr. Jens Albers, "After becoming an AIM member earlier this year, we decided that forming a specialist RTLS focus group would be the perfect way to share and grow our extensive RTLS knowledge with the association. We are excited about our inauguration meeting in September and are eager to receive results for the global market needs." He adds, "Our primary goal is to gain awareness of RTLS technology and make RTLS technology easy-to-apply for the end-user. There are simply too many vendors and system integrators out there who have yet to realise the potential of RTLS solutions for their vertical markets. We want to show them how they can dramatically improve their resource efficiency and enter larger markets with a quick and easy ROI."

Wolf-Rüdiger Hansen, Managing Director of AIM Germany, Austria, Switzerland comments, "the new RTLS focus group is an excellent example of our members' commitment to establishing new market topics. In such groups, AIM members interested in a specific field cooperate in order to accelerate the entrance of new technologies into the market for all participants – one of the beneficial aspects of the AIM membership".

With radio based location technology, it is not only possible to measure distance and position but to accurately pinpoint and monitor the exact position of individual objects operating with radio frequency tags and readers. RTLS is available for any market and offers a vast range of possibilities for providers, system integrators and end users to efficiently profit from market opportunities and create new markets. Primary RTLS technologies to be covered by the group will include mature technologies such as CSS, 2D code, RFID, UWB, WLAN, GPS and Galileo.

The first RTLS Focus Group meeting will take place in Berlin, Germany on September 7th, 2012. Dr. Jens Albers, CEO nanotron Technologies, leads the new RTLS Focus Group.

About 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.

www.nanotron.com

About AIM

AIM is the industry association and worldwide authority on automatic identification (auto ID) and data collection technologies. AIM members are providers and users of technologies, systems, and services that capture, manage, and integrate accurate data into larger information systems that improve processes enterprise-wide. Serving members in 43 countries for 35 years, the Association has developed key technical specifications and guidelines that support the use of auto ID and mobile IT solutions. AIM has an active educational and government relations focus, providing accurate and unbiased information on data collection technologies and the markets they serve. As part of its educational outreach, AIM USA publishes "RFID Connections" and "AIM Connections," the industry's longest-running e-newsletters on RFID and automatic data collection.

www.AIM-D.de

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