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UPM Raflatac and Lygase RFID Solutions to debut real-time, RFID-enabled conference attendee tracking, lead capture and data analysis tool at RFID Journal Live!

(UPM Raflatac, Tampere, April 12, 2010) – UPM Raflatac and Lygase RFID Solutions will be demonstrating an innovative RFID-enabled conference attendee tracking, lead capture and data analysis system at the RFID Journal Live!, to be held April 14-16, 2010, in Orlando, Florida. The new system, which provides real-time, instantly actionable information on attendee behavior and other key variables, is designed to provide venue owners, event organizers and exhibitors with high value insights they can use to drive revenues and reduce costs, while delivering a superior show experience for individual participants.

Industry conferences and tradeshows provide companies with an important channel for reaching key decision makers and buyers. However, many companies have struggled to quantify the connection between costly events and new business generated as a result of their participation.

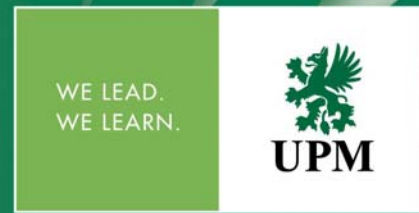
“The new business intelligence solution from Lygase RFID Solutions and UPM Raflatac solves the problem of quantifying tradeshow ROI once and for all,” says **Ketrus D. Collins**, CEO, Lygase Consulting. “Our SmartEvents™ tool leverages RFID technology’s ability to capture detailed, real-time data in an extremely cost-effective manner, enabling us to provide tradeshow stakeholders with highly targeted services and data that meet their unique requirements.”

The SmartEvents™ system solves critical business challenges for four key groups of event stakeholders:

- **Venue owners:** Venue owners can use RFID tags to track employees and physical assets, improving personnel efficiency and reducing the theft of valuable goods.
- **Event organizers:** Event organizers can provide exhibitors with real-time data or end-of-day performance reports, generating new fee streams while making a powerful business case for high cost corporate sponsorships and exhibitor packages. In addition, the solution allows event organizers to provide superior onsite security at a reduced cost.
- **Exhibitors:** Exhibitors can elect to pay for access to unprecedented event data such as the number and corporate affiliation of their booth visitors, the times of day or portions of their booths that were busiest and booth dwell times. Lead capture reports are generated with scores, which provide sales personnel with quantifiable data so they can determine the prospects with whom to follow up with highest priority. Companies are base lined against direct competitors and show averages, providing them with critical data they can use to make immediate changes to their exhibit strategy to increase visits from the right prospects. Moreover, the solution allows companies to analyze the performance of individual staff members in generating leads, improving employee accountability and effectiveness. In addition, exhibitors can upload collateral onto the show’s “green” marketing portal

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and conduct outreach to all prospects who visited their exhibit, whether or not they interacted with employees.

- **Attendees:** Lygase RFID Solutions will be exhibiting the solution's additional capabilities, including a smart kiosk that provides attendees with a customized agenda and list of exhibitors to visit, and targeted digital advertising, which uses algorithms to present corporate spots to attendees based on their interests and other variables.

The solution is comprised of Lygase's SmartEvents™ system, featuring InSync's application framework; Mojix's STAR real-time location technology; Thingmagic's ASTRA reader and a backend system providing advanced analytics, dashboards, data visualization and reporting and analysis tools. Attendee badges are powered by UPM Raflatac UHF Monza™ 3 Frog RFID tags.

"We're delighted to partner with Lygase RFID Solutions to offer a groundbreaking solution that provides new sources of business value at exhibitions," says **Jan Svoboda**, Sales and Marketing Director, Americas, RFID, UPM Raflatac. "The SmartEvents™ solution offers corporate participants an extremely cost-effective means of measuring their performance and capturing all possible leads."

UPM Raflatac will be showcasing its RFID products at Booth #334, while Lygase RFID Solutions will be demonstrating the SmartEvents™ solution at Booth #732 at the RFID Journal Live!.

For further information, please contact:

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About UPM Raflatac

UPM Raflatac, part of UPM's Engineered Materials business group, is one of the world's leading suppliers of self-adhesive label materials and the world's number one producer of HF and UHF radio frequency identification (RFID) tags and inlays. UPM Raflatac has a global service network consisting of 13 factories on five continents and a broad network of sales offices and slitting and distribution terminals worldwide. UPM Raflatac employs 2,600 people and made sales of approximately USD 1.3 billion (EUR 0.95 billion) in 2009. Further information is available at www.upmrfid.com.

About Lygase RFID Solutions

Lygase Consulting, LLC is an existing Business Intelligence (BI) and software provider. Founded in 2005 and certified as a minority owned business, Lygase RFID Solutions offers business intelligence solutions to help clients improve their day-to-day operations through the use of Real Time Locating Systems (RTLS) sensor-based technology. Lygase has developed SmartEvents™ an application that was created on the premise that

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venues, show organizers and exhibitors all have the need to understand real-time movement of foot traffic and assets to address issues related to lead capture, competitive analysis, security and inventory management.

Monza is a trademark of Impinj, Inc.