



THINGMAGIC, JAMISON AND LYGASE PARTNER TO LAUNCH RFID ENABLED EVENT MANAGEMENT PLATFORM

Lygase SmartEvents™ to Debut at RFID Journal LIVE! Conference

Cambridge, MA, April 5, 2010 – [ThingMagic, Inc.](#), a leading developer of radio frequency identification (RFID) technology, today announced it has partnered with [Lygase](#), an RFID business intelligence solutions company, and [Jamison](#), a leading supplier of RFID enclosures, pedestals, and portals, to support the debut of the Lygase [SmartEvents™](#) application at the RFID Journal LIVE! conference and exhibition, to be held on April 14-16, 2010 in Orlando, Fla.

Offered as a web hosted business intelligence application, the Lygase *SmartEvents™* system is designed to improve the business efficiencies of venue owners, event organizers, exhibitors, and attendees by automating lead capture, improving targeted marketing, and providing attendees with timely and valuable information about their event experience. Powered by ThingMagic [Astra® UHF RFID readers](#) housed in Jamison [Gnome™ portals](#), the *SmartEvents™* system will be deployed throughout dozens of presentation rooms and open areas of the Orange County Convention Center where RFID Journal will be hosting its eighth annual RFID Journal LIVE! conference and exhibition.

“Our partnerships with ThingMagic and Jamison allow us to make RFID a seamless integrated element of the *SmartEvents™* solution,” said [Ketrus D. Collins](#), Lygase's president. “The highly accurate automated data collection and flexible deployment options delivered by these partnerships provide tremendous business value to each of our customer segments.”

Selected for RFID tag read accuracy in diverse operating conditions, ease of deployment, and ease of enterprise application integration, ThingMagic Astra readers will collect and feed data from RFID tagged attendee badges to the *SmartEvents™* system, showcasing the live and post-event features and benefits of the solution. The ThingMagic Astra readers will be housed in Gnome RFID Portals from Jamison. The Gnome RFID series of portals include customizable stands with aesthetically-pleasing side wood or aluminum trims and cover options, making them ideal for use in retail, data center, clinics, office, and convention environments.

Throughout the three day event, *SmartEvents™* will be demonstrated to the conference audience, highlighting how RFID can automate event access, streamline registration, support targeted marketing offerings, enhance attendee analysis, and add value to lead generation and sales activities.

“Lygase *SmartEvents* is a premier example of how RFID can be used to automate a number of process typically executed in a manual fashion, and it is wonderful to see the technology being used to automate marketing, and improve the vendor and attendee experience” said [Yael Maguire](#), CTO ThingMagic. “Beyond the time and cost savings achieved through process

automation, this solution highlights how RFID can deliver actionable data in unique and meaningful ways to a broad set of users.”

“Companies and organizations of all types will soon discover the powerful benefits and payback of Lygase custom products,” said Tim Buckley, Director, Jamison RFID. “*SmartEvents*™ will undoubtedly revolutionize the way events are managed, processed, and supported. We are excited about being part of the Lygase team”

For a demo of Lygase *SmartEvents*™ at [RFID Journal LIVE!](#), please visit Lygase at booth 732, Jamison at booth 541 or ThingMagic in meeting room S220 A (level 2).

About ThingMagic, Inc.

ThingMagic is a leading developer of radio frequency identification (RFID) technology, with broad experience in applying RFID in a wide range of industrial and consumer applications. ThingMagic's customers include some of the world's largest retailers, consumer companies, automotive firms, manufacturers and industrial automation firms. ThingMagic products include fixed and integrated RFID readers and antennas, embedded and OEM RFID technology, and professional services to facilitate the integration of RFID into a wide range of industrial and consumer products. ThingMagic is “The Engine in RFID™.” <http://www.thingmagic.com>.

About Jamison RFID

As a division of the 104-year-old manufacturer Jamison Door Company, Jamison RFID is the leading supplier of RFID enclosures, pedestals, portals, and mounting hardware to government, commercial, retail, and institutional marketplaces. Jamison RFID units are high-quality, all-in-one solutions for quick and cost-effective deployment of RFID solutions.
<http://www.jamisonrfid.com>.

About Lygase

Lygase RFID Solutions 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 to help venues, show organizers and exhibitors understand real-time movement of assets and address issues related to lead capture, competitive analysis, security and inventory management.

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