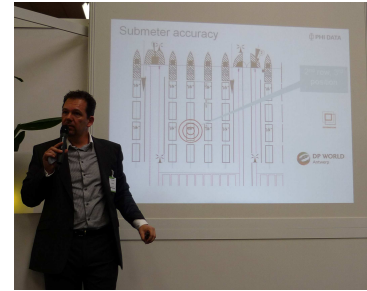
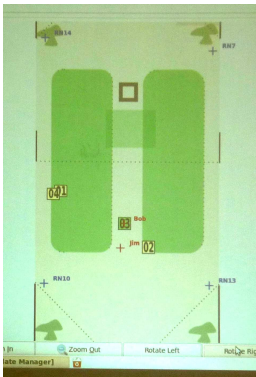


LOST RTLS 'Pick and Place' demo impresses attendees at Transport and Logistics Trade Show, 22 Oct 2009

On 22 Oct 2009, Ing. Erik Cotman of PHI DATA presented a lively seminar on the subject of “Increased customers satisfaction, cost savings and competitive advantage with Wireless Sensing & Real Time Location Systems” to an audience at the Transport and Logistics trade show in Antwerp, Belgium.



Following Ing. Cotman's presentation, which included an explanation of the possibilities to track goods assets through electronic tagging of the transport vehicle rather than the asset themselves, ESSENSIUM gave an impressive demonstration of this capability.



Conference attendees were treated to a floorplan view of the seminar area where they could watch the location and tracking of multiple packages as they were moved around the conference area, with a precision and accuracy down to individual chair locations. This was achieved WITHOUT the need for tags on the packages themselves.

Attendees were impressed with the speed of the installation itself, as well as the accuracy and versatility of the tracking mechanism.

Feedback included comments such as “This type of installation can obsolete the need to monitor barcode or RFID tags on goods once they have entered our system! We definitely need to discuss this further.”

For more information on 'Virtual Tagging' through RTLS technologies, contact info@essensium.com

About Essensium NV

Essensium is a fabless semiconductor company located in Leuven, Belgium, which provides system-on-chip, complete products and design services to original equipment manufacturers, design houses, and ASSP suppliers. Essensium was created as a spin-off of the nanotechnology research center IMEC in Leuven. Essensium's skills and technology focus on custom silicon for portable, wireless, and low power applications. In addition, Essensium is also working towards the development of standard products for wireless sensor networks, active RFID and RTLS applications. For more information on Essensium, please visit <http://www.essensium.com>.

About PHI DATA

PHI DATA is a solution integrator that designs and implements Auto-ID & data collection solutions based on barcodescanners & -decoders, labelprinters, matrixline- & laserprinters, mobile computers & industrial PDA's, Wireless infrastructure (WLAN & GPRS), RF Identification (RFID) & Real Time Location Systems (RTLS), voice recognition and associated software. PHI DATA was founded in 1981 and has offices in Woerden (The Netherlands), Wemmel & Mons (Belgium) and Windhof (Luxembourg) and a total of more than 120 employees. With a broad product- & services portfolio and almost 30 years of experience, PHI DATA optimizes company processes in a wide range of branches resulting in cost reductions and time savings for their customers.