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MarkAndy Showcase XINK Exclusively in Live RFID Transponder Making

16 live demonstrations to be performed on-site at MarkAndy's LabelExpo Europe 2005 Exhibit

Ottawa, Sep 9, 2005. The future of inexpensive on-press manufactured RFID transponders has arrived and it will be unveiled for the first time ever to the general public at LabelExpo Europe 2005 held in Brussels from September 21-24, 2005.

Exclusively XINK Water Based Flexographic UHF Antenna Inks

After intensive cooperation and on-press development, Mark Andy has chosen XINK exclusively to showcase RFID transponder making during 16 live public demonstrations at their Brussels flag-ship exhibit stand. Kevin Manes, Manager of Research and Development at Mark Andy, has praised XINK's "amazing ink, that ambient-cures" with only room temperature blown air enabling a "real, practical, cost-effective solution for the RFID marketplace." By using straps from leading suppliers such as Texas Instruments and Alien Technologies, and printing XINK Flexographic Antenna ink on simple narrow web flexographic printing equipment, even non-specialized label converters are now able to produce fully functional RFID transponder labels for their customers in one easy step.

James Neilson, XINK Product Manager explains: "This exciting new technology provides today's label converter with an amazing capability to by-pass the cost of pre-constructed inlays and participate in a very high value-added opportunity." The technology requires no cleanroom facilities, provides a very high production yield, the lowest possible cost for finished RFID transponders and runs at high speed on existing equipment. Converters can even produce transponders directly on packaging substrates, avoiding the need for adhesive labels completely. There are "compelling cost reasons why converters need to plan for strap construction," stated Kevin Manes.

World's First Open Forum Showcasing Sub-Cent RFID Antenna Printing

The solution, never before shown at a public forum, was first demonstrated at the Mark Andy by-invitation-only "RFID Focus" Seminar held earlier this year at their Technology Center in Milford, OH. Mark Andy, the leading narrow web printing equipment manufacturer, demonstrated to over 300 label and package converting companies the fully integrated process: after printing the antenna using XINK's Silver UHF Antenna inks, and attaching prototype Texas Instruments EPC Gen 2 straps with a Tamarack RFID inline strap attachment machine, the resultant fully converted four-color adhesive RFID labels immediately read from over 14 feet. Other styles of XINK printed antennas have exceeded read ranges of 8 meters.

XINK Enables Manufacturing of Billions of RFID Tags at Single-Unit Cost

"Highspeed printing is the only feasible way to manufacture RFID tags in the billions", states Michael Petersen, Chief Operating Officer of smart packaging experts and XINK parent, Information Mediary Corporation. "Many tagged items are high-volume and cost driven and, especially at case and item level. Providing the world RFID antennas for half a cent apiece is crucial to driving the break-out of UHF RFID technology from its current niche and specialty application position."

CertiScan™ On-Press Control System Provides Efficient Use of Precious Silver Ink and Chipstraps

[XINK Laboratories](#) along with the [Information Mediary Corporation](#) engineering and business team has developed an in-line monitoring system allowing the press operator to observe printed antenna conductivity in real time. The XINK CertiScan™ in-line solution can mount on any press and provides ink conditioning and inputs to strap and chip-attachment devices, skipping attachment to rejected antennas, counting the number of printed antennas and cutting waste of precious chips and straps. XINK is offering hosted printing, on-site printing seminars and strategic business consultancy to converters and suppliers to the RFID industry worldwide. Mark Andy, a division of Dover Corporation (NYSE: DOV) is the preferred brand overall in the traditional tag and label industries, providing a solid history of deep experience in narrow web flexography.

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