



Log-ic RFID Temperature Loggers receive USDA approval

RFID technology to be presented at Free Coldchain Seminar at Thaifex 2008 May 22 & 23

Ottawa, May 19, 2008. The Log-ic® ThermAssure RF and Log-ic® ThermProbeRF (on the web: www.log-ic.biz) have been added to the "USDA Treatment Manual, Appendix H, as Portable Temperature Recorder Equipment for Warehouse Applications", according to USDA's Center for Plant Health Science and Technology (CPHST). It may take several months for the information to show up in the manual, however, the devices can be used immediately.

Log-ic is currently the world's most accurate wireless temperature logger capable of tracking up to 16 Million measurements and approved for use in Pharmaceutical, Vaccine and Food Coldchain applications.

USDA regulations require foreign exporters to monitor and control their cold storage and shipment conditions using approved devices. "This approval comes at an opportune time just as we are making a major push toward the Thai food exporters with our Log-ic RFID temperature monitoring technology", says Michael Petersen, Global Managing Director for Information Mediarly Corporation, the developers of Log-ic.

Information Mediarly Corporation offers custom designed RFID sensors (Class 3 EPC RFID tags), RFID readers, and groundbreaking innovations in printed electronics. IMC has developed affordable, low cost wireless cold chain temperature sensors, and smart label inlays that can monitor patient adherence with prescribed medication dispensed from intelligent pharmaceutical packages.

Free Thaifex 2008 Coldchain Seminar: Keeping Profits Fresh and the Food Supply Safe

In conjunction with ThaiFex-World of Food Asia at IMPACT, Muang Thong Thani, the Embassy of Canada and Information Mediarly Corporation (Thailand) Ltd. are pleased to invite you to attend a free Coldchain Seminar, featuring presentations and an international panel of experts. The seminar is free of charge and is scheduled on May 22 and 23, 2008. For more information and to pre-register, please call Khun Kittiwat Jiamsirimuneevongsa at 02-6642273 or email giffie@informationmediary.com

Source: Information Mediary Corporation (Thailand) Ltd.

Kittwan Jiamsirimuneevongsa , Marketing Manager

Tel :+66 2664 2273

Fax : +66 2664 2274

email: kjiamsirimuneevongsa@informationmediary.com

Information Mediary Corporation (Thailand) Ltd.

BB Building, 22nd Floor

54 Asoke Road, Sukhumvit Soi 21, Klongtoey

Bangkok 10110

Thailand