

Alien, TI, and IBM narrowly lead rankings in new RFID Update research

RFID Marketing Strategies Report finds industry leaders not entrenched, provides insight into RFID end user, vendor attitudes

ALEXANDRIA, Va., May 16, 2006 – Alien Technology, Texas Instruments, and IBM earned top ratings for brand awareness and thought leadership, as well as the companies most desired to be associated with in RFID, according to the *2006 RFID Marketing Strategies Report*, an original research report released today by leading industry daily RFID Update. However, of the more than 100 RFID vendors identified as leaders by respondents to a recent RFID Update survey, only one company was cited by more than 30% of respondents, strongly suggesting that leadership positions in the RFID industry are still tenuous and that new leaders have an opportunity to emerge.

The vendor rankings are one of the many findings revealed in this first-of-its-kind RFID industry research. Based on a survey of over 550 RFID end users, providers, and prospects, the research report provides in-depth analysis and guidance that will steer the decision-makers at RFID vendor companies toward the most effective marketing messages and tactics.

“The *RFID Marketing Strategies Report* helps define why certain companies are considered RFID industry leaders. It also offers specific recommendations that will guide RFID companies on how to raise their profile and better reach key prospects,” said RFID Update Editor Will Smith. “The research doesn’t define leadership by sales or market share, but by what end users and industry participants perceive.”

The *RFID Update 2006 RFID Marketing Strategies Report* includes four main sections: marketing tactics, content & messaging, key recommendations, and vendor rankings. The marketing tactics section describes how to maximize the effectiveness of websites, webinars, print and online advertising, trade show exhibits and speaker presentations, white papers, case studies, public relations, and market research. Content & messaging covers the importance of customer references, branding, sensitivity to privacy issues, and industry collaboration. The key recommendations section provides eight essential RFID marketing strategies that all RFID companies can put into action immediately. Finally, the rankings list which companies are the current mindshare leaders in RFID. Rankings are categorized by awareness, thought leadership, and partner desirability, and are broken out by companies offering hardware and those offering software & services. Over 15 companies made the top rankings.

The 39-page report includes more than 30 tables and charts that segment the importance of different marketing tactics and messages by demographic group, including current end users, companies planning to implement RFID, integrators and channel partners, large and small companies, and firms worldwide.

The executive summary, which includes a top-three sample of the vendor rankings, is available free from RFID Update at <http://www.rfidupdatestore.com>. The complete report sells for \$495 for the individual license or \$795 for the corporate license. It is available for immediate purchase online at <http://www.rfidupdatestore.com>. Custom research and demographic analysis is also available. For more information about the summary, report, or additional services, contact RFID Update at research@rfidupdate.com or 703-842-1391.

About RFID Update

RFID Update is the leading RFID industry daily newsletter, with more than 11,000 subscribers. Launched in early 2004, RFID Update is a free editorial bulletin published every weekday for the growing ranks of executives and decision-makers involved in the deployment of RFID. Each issue delivers the breaking news and analysis most pertinent to successful RFID implementations, helping readers to understand global RFID developments as they happen. For more information or to subscribe visit www.rfidupdate.com.

Contact:

RFID Update Research

Phone: 703-842-1391

Email: research@rfidupdate.com

Web: <http://www.rfidupdatestore.com>

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