



Magellan’s RFID Magazine Reader wins RFID Journal “Most Innovative Use of RFID” award for 2009.

29 April 2009

Germany’s FOCUS Magazine has today received the prestigious Most Innovative Use of RFID award from RFID Journal, awarded at RFID Live in Orlando, Florida.

FOCUS Magazine is using Magellan’s unique PJM RFID technology in the Insight Magazine Reader that enables FOCUS to obtain accurate Market Research data on how participants actually read magazines. This is achieved by placing a small PJM RFID label on each sheet of the magazine, enabling the Insight RFID Reader to detect which page the magazine is open to, and to record this with time-stamp information for later analysis.



Magellan's CEO and Chairman, Tim Frost said *"We are very proud to have FOCUS Magazine win this award with our product. This innovation by FOCUS in a new reader type built by Magellan is a great example of how Magellan's stackable PJM RFID technology is enabling a whole new realm of possibilities in RFID. We are seeing a dramatic increase in the use of PJM in applications where many RFID tags are placed closely together. This includes not only the Insight Reader which we have created for FOCUS, but many other applications in document process management, diamond tracking, casino chip security and medical device logistics. PJM is providing an interface between what is going on in the physical world, and the data systems that drive our businesses today"*

The PJM RFID Insight Magazine Reader and PJM Stacktags are available through Magellan resellers worldwide. Contact details are available on Magellan's website <http://www.magellan-technology.com>

About Magellan Technology

Magellan Technology is a technology developer, manufacturer and licensor of advanced read and write 13.56MHz RFID systems. We design and offer RFID chips, inlets and a complete reader portfolio for our Phase Jitter Modulation (PJM) technology, which complies with the International Standard ISO/IEC 18000 Part 3 Mode 2.

PJM technology is more than 10 times faster than other existing HF technologies. Our PJM StackTag® is unique in its capability to identify, read and write RFID tags even when they are deeply stacked together.

PJM products are optimized for applications where many hundreds of tags are stacked tightly or need to be identified reliably in fast moving dynamic situations where tags are presented in all orientations.

Magellan licenses its PJM technology worldwide and welcomes enquiries from interested parties including other manufacturers and system integrators.

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