



FOR IMMEDIATE RELEASE

Bear River Supply Selects Intellex's Extended Capability RFID Solution for Yard Management

Intellex delivers asset tracking solution to monitor agricultural equipment

Santa Clara, Calif. – October 16, 2007 – [Intellex Corporation](#), the leader in *Extended Capability RFID*, today announced that [Bear River Supply, Inc.](#) selected Intellex's tags and readers to track its agricultural yard equipment in Northern California. Prior to the deployment, Bear River found it difficult to track its equipment in the yard and out at customer sites. This often resulted in underutilized assets, delayed customer response, and unnecessary purchases of new equipment. Using Intellex's solution, Bear River can easily monitor its equipment used to deliver chemicals and fertilizers to agricultural customers in Northern California.

Having tried other RFID solutions that fell short of their needs, Bear River has found Intellex's battery-assisted passive technologies offer the best results, with increased read range and reliability at an affordable price. Bear River is utilizing Intellex's tags and readers to gain instant visibility to its inventory and maximize the return on its assets.

"We were constantly struggling to keep tabs on all of our equipment. There were also financial implications due to low usage rates and the overhead of purchasing new equipment," said Rich French, general manager at Bear River Supply. "Using Intellex's RFID solution we now have real-time visibility and better control of our assets, and expect to see a positive ROI within the first planting season – in less than 5 months."

Intellex's Intelligent RFID platform consists of multi-protocol, standards based, high performance RFID tags and readers. Intellex's tags are designed for easy integration with existing infrastructure and applications and enables immediate access to information. Used for yard management solutions, Intellex is able to provide an increase in asset utilization, with a real-time view of each asset and its status, thereby maximizing operating efficiency.

"The Bear River equipment yard presents a challenge for RFID. The yard is located outdoors, experiencing harsh conditions such as extreme moisture, dust and temperature. In addition, the equipment being tracked is made of metal and often contains a liquid payload," said Craig Kavanaugh, senior director, western region at Intellex. "This is exactly the kind of environment that our extended capability tags were designed to address, though, and with our SMT-7100 tag, Bear River is well equipped to handle these situations."

About Intellex Corporation

Intellex is the leader in *Extended Capability RFID* solutions, products and technologies. Our Intelligent RFID Platform, comprising high performance multi-protocol tags and readers, enables solutions for asset tracking, vehicle/yard management, manufacturing WIP control, supply chain automation, parts maintenance, access control and other applications. It features range, reliability, memory capacity and security far beyond standard passive RFID, and at a fraction of the cost of active.

For more information on Intellex Corporation and solutions, please visit www.intellex.com.

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