



**FOR IMMEDIATE RELEASE**

## **Intellex Expands with New Office and Executive for the European Market**

*Growth follows availability of products specifically targeted for Europe*

**Santa Clara, Calif. – December 4, 2007** – [Intellex Corporation](#), the leader in *Extended Capability RFID*, today announced its further expansion into Europe with the opening of an EMEA headquarters office in Belgium (located at *Binnenweg 117, 2570 Duffel, Belgium*), and the appointment of Roby Peeters as Senior Director of Business Development for EMEA. The company recently [announced](#) the release and availability of a product family meeting all requirements intended for use in European Union (EU). Peeters joins the company with extensive experience in RFID and related auto ID technologies. In his new role, he is responsible for the company's sales and business development activities throughout Europe, the Middle East and African markets.

"Intellex offers a truly unique and valuable solution to customers in this market," said Peeters. "That, combined with a strong management and operational team, is what led me to join the company."

Peeters comes to Intellex most recently from Ubisense, a United Kingdom-based manufacturer of real time location systems. During his tenure, he assisted the company in launching its system to the international market. Prior to Ubisense, Peeters opened and managed EMEA headquarters for Silicon Valley start-ups WhereNet Corporation and AeroScout Inc.

"Roby's deep industry knowledge and proven successes in this region, will greatly benefit our customers and partners as we introduce our offerings here," said Steven Smith, SVP Worldwide Sales of Intellex. "We're already engaged in significant customer projects throughout EMEA. Roby will lead our efforts as we move those to successful implementation, identify and develop new opportunities, recruit and support new partners, and build the basis for a growing and vibrant business for Intellex in this dynamic part of the world."

### **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](http://www.intellex.com).

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