



FOR IMMEDIATE RELEASE

## **IDEN TEC SOLUTIONS' RFID Tags and Readers Identify Vehicles in the UK**

**Lustenau, AUSTRIA and Kelowna, BC — May 4, 2004** — IDEN TEC SOLUTIONS AG, the global pioneer for RFID-driven Intelligent Asset Management™ solutions, announced today, that Hills Numberplates Ltd., has selected IDEN TEC SOLUTIONS' Intelligent Long Range™ (ILR™) radio frequency identification (RFID) tags and readers as the RFID-backbone for the e-Plates initiative to identify vehicles in the United Kingdom. The e-Plates project consists of electronically tagged vehicle registration plates which rely on active (battery-powered) RFID tags embedded in the plates to identify motor vehicles in real-time. The result is the ability to reliably identify any vehicle, anywhere, stationary or mobile, at any time in all weather conditions. The e-Plates project has been under development for the past three years at a cost of over £1 Million. The system is currently under consideration by a number of Administrations and it is hoped that e-plate will be one of the systems trailed by the UK Government in its study of micro chipped plates.

e-Plates are the same size and shape as a conventional plate and are permanently fitted to a vehicle. Each e-Plate contains an embedded tag with a unique encrypted identification number that is transmitted by the tag for detection by RFID readers. Multiple tags can be read simultaneously by a single RFID reader at speeds of up to 320km per hour (200 miles) up to 100 meters (300 feet) away. The reader network, (developed for fixed use on the roadside or for mobile use in surveillance vehicles and hand-helds) transmits the unique identifier in real-time via custom-designed software and middleware to a central system, where a range of vehicle data (for example, registration number, owner details, make, model, color, tax/insurance renewal date) is displayed. This enables an authorized user (locally or remotely) to instantly determine vehicle information.

A key benefit of the e-Plate, unlike current identification systems relying on visual recognition, is the tag provides an encrypted and secure ID code which is registered in the Ministry of Transport's database, which ensures maximum protection from tampering, cloning, or other forms of fraud. Additionally, the e-Plate is designed to shatter if anyone tries to remove or otherwise tamper with it, and the tag can be programmed to transmit a warning if any attempt is made to dislodge the plate.

The e-Plates system will be used to identify vehicles for areas such as: security, access control, electronic payment, tracking/processing, traffic management, and customer service. The hands-free nature of the system allows for improved control without having to rely on cards, keys, cameras, or human intervention. Commercial areas include: car dealers, rental companies, insurance companies, fleet operators, and parking garages. In the public sector, the main interests are: enforcement (compliance with road tax, insurance, mechanical checks), access control to restricted areas, combating vehicle theft and associated crime, traffic flow counting and modeling. "e-Plates have been developed to provide companies with a more reliable way to positively identify, and capture information on a vehicle. Organizations can immediately fast track their processes for maximum revenue and will have overall improved security, asset management and efficiency" stated Richard Taffinder, Operations Director of Hills Numberplates Ltd. "e-Plate showcases the real-world benefits of using IDEN TEC SOLUTIONS' RFID system to gain immediate economic benefit without having to make special modifications in processes or products" stated Gerhard Schedler, Vice-President of Global Sales and Marketing for IDEN TEC SOLUTIONS. "A common concern for companies considering RFID is the expectation of having to undergo significant changes in how they run their business. Hills' approach combined with the way our technology functions overcomes this issue and gives the customer a lot of control over system architecture to make RFID work best for them."

-more-

### **About Hills Numberplates Ltd.**

Hills Numberplates was incorporated in 1927 and has grown to be the market leader in UK vehicle registration plates. A hallmark of the company's history has been its ability to continually drive change throughout the industry in a quest to deliver high quality innovative products, services and systems, whilst maintaining competitive pricing structures. This approach has been coupled with the development and implementation of pioneering new technology, both for in-house production and for customer use. During the last ten years the company has patented a number of its' developments both in the design of numberplates and in the production processes. The company has licenced its' technology for use both within the UK and Europe. Hills is a private company based in Birmingham, UK with approximately 90 employees.

[www.e-plate.com](http://www.e-plate.com)

### **About IDENTEC SOLUTIONS**

IDENTEC SOLUTIONS specializes in Intelligent Asset Management systems that help customers improve asset utilization to save millions of dollars in operational costs related to their supply chain processes. IDENTEC SOLUTIONS' RFID system, Intelligent Long Range (ILR), can identify, locate and track assets at a distance of 100 meters (300 feet) to deliver superior real-time visibility in dynamic, demanding environments. ILR is used to streamline business operations in a variety of areas including vehicle tracking and container management. Over the past seven years, the company has built a top-drawer roster of clients including General Electric, Volkswagen, and Deutsche Post.

[www.identecsolutions.com](http://www.identecsolutions.com)

### **For more information contact:**

#### **Hills Numberplates Ltd.**

Richard Taffinder, Operations Director  
Birmingham, UK  
Ph: +44 121 62 38 120  
e-mail: [richard.taffinder@hhsp.co.uk](mailto:richard.taffinder@hhsp.co.uk)

#### **IDENTEC SOLUTIONS**

Europe:

Gerhard Schedler, Vice-President, Global Sales & Marketing  
Ph: +43 5577 87387.0  
e-mail: [g.schedler@identecsolutions.at](mailto:g.schedler@identecsolutions.at)

North America:

Barry Allen, Vice-President, Technology  
Ph: 250-860-6567  
e-mail: [ballen@identecsolutions.com](mailto:ballen@identecsolutions.com)

###

IDENTEC SOLUTIONS, the IDENTEC SOLUTIONS logo and products are trademarks and/or registered trademarks of IDENTEC SOLUTIONS. All other names are trademarks and/or registered trademarks of their respective owners.