

Frost & Sullivan Recognizes Gentag for Its Pioneering RFID-based Sensing System for Patient Monitoring and Other Applications

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PALO ALTO, Calif.--(BUSINESS WIRE)--Based on its recent analysis of the radio frequency (RF) applied medical systems market, *Frost & Sullivan* recognizes Gentag, Inc. with their 2008 North American Award for Technology Innovation.

This Award highlights Gentag's development of radio frequency identification (RFID)-based sensor networks. The sensing system uses RF waves to transmit medical sensing data remotely.

Gentag has patented the concept of using a cell phone as a universal reader for disposable wireless sensors. The effective combination of cell phone-sensor reader technology with a disposable RFID sensing platform has led to a variety of medical diagnostic applications that provide consumers, physicians, and various industries with easy and instant access to vital information over established wireless networks, the Internet, and client-specific databases.

"The company has successfully caused speciation of a technology for sensing threats into one for sensing and monitoring medical ailments, offering a new product for personalized homecare," says *Frost & Sullivan* Research Analyst Abhishek Dutta. "The monitoring system can operate on a cost effective but daily basis at regular intervals thus meeting the requirement of an inexpensive and end-user friendly product in this market."

The RFID reader technology used here by Gentag is a multiprotocol 13.56 MHz RFID chip that has the capability to operate either under Near Field Communication (NFC) or ISO 15693 protocols. The cell phone technology the company has developed, integrates in a single, low-cost device, the various sensor features required for simultaneous detection capabilities of biological, chemical and radiological threats, regardless of location throughout the world. The device can also act as a predicting sensor for other health threats such as food allergies or asthma.

This technology can be used to perform basic patient identification and to monitor drug interactions continuously. The aim is to facilitate noninvasive diagnostics through any type of sensing or measurement that can be performed over skin — and be disposable.

"At present, Gentag has patented the use of this technology in a range of different medical applications such as temperature/fever, glucose/diabetes, drug delivery, pain management, skin infections, cardiac and UV," notes Dutta. "Through strategic partnerships, Gentag's technology can find further future applications in random identification of counterfeit items in a plethora of consumer markets."

The company is currently testing its technology on quad-band phones, and the results demonstrate that it works effectively on a global scale. In addition, Gentag's technology covers RFID immunoassays for on-the-spot diagnostics using cell phones.

In a nutshell, Gentag is positioned to significantly improve the application of RFID in modern medical industry. With the capability of this user-friendly system to provide fast, easy access to patient health information, the RFID-based sensor network will allow access to patient data at home and in hospitals, where the need for repeated manual rounds by doctors and medical personnel for monitoring patient progress will be reduced.

In recognition of the novel technical capabilities, Frost & Sullivan presents the 2008 Technology Innovation Award to Gentag.

Each year *Frost & Sullivan* presents this Award to the company that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. The Award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Gentag, Inc.

Gentag, Inc. is a technology development company focusing on innovative, low-cost, wireless sensor network technologies. The company owns unique intellectual property relating to cell-phone sensor combinations and wireless sensor networks, including patents 7,109,859 and 7,148,803.

For inquiries, please contact Marc Onigman at 617-413-2830. For licensing or investment opportunities please contact Dr. John Peeters at 240-994-2236.

For more information, visit <http://www.gentag.com/>.

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