



Gentag Patent For Using Cell Phones As RFID Sensor Readers Will Benefit Consumers

“Gentag Inside” will mean smarter phones – and smarter consumers

Gentag, Inc., the leader in cell-phone-sensor technologies, has received written notice of approval from the US Patent Office for all key claims of Patent US 2005/0088299 A1, “Radio Frequency Identification (RFID) Based Sensor Networks”. This international patent covers key claims for using cell phones as readers for RFID sensors, and for creating RFID-based sensor networks.

The Gentag technology will provide consumers with innovations like smart skin patches to detect health conditions and smart food labels to help consumers to determine the freshness of produce and meat. Moreover, properly configured, the phone itself will be able to detect allergens, contaminants, and harmful bacteria.

By the end of 2006, an estimated 2.5 billion cell phones will be in use worldwide. “Cell phones are the ideal vehicle by which consumers can better interact with their environments, to make informed real-time shopping decisions, to remotely monitor their homes or perform on-the-spot diagnostic tests for themselves and for those under their care,” says John Peeters, founder of Gentag (www.gentag.com).

By using RFID cell phones and combining these phones with low-cost passive RFID sensors currently under development by Gentag and other companies, a completely new paradigm in low-cost wireless sensor technology is unfolding. Passive RFID sensors are inexpensive, disposable, and have enormous potential for almost any market application.

Gentag plans to use its proprietary RFID-reference temperature sensor circuit to enable the development of passive RFID sensor technologies.

RFID cell phone readers will be available for both UHF and HF RFID frequencies and are currently under development with cell phone manufacturers in Korea, North America, and Europe.

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