

Press Release

Button Sensor for Counterfeit and Pharma Markets Launched by Gentag

Wednesday March 14, 14:01 pm ET

WASHINGTON, DC; March 14, 2007; -- Gentag, Inc. is pleased to announce the commercial availability of the button sensor, a hardened RFID tag designed to help consumers and businesses avoid counterfeit goods. The technology is suitable for direct insertion into the plastic caps of pharmaceutical bottles and complements the uses of RFID-enabled cell phones to check counterfeit products all the way through the distribution chain from the manufacturer to the consumer and at all intermediate stops along the way.

“Using RFID-enabled cell phones or PDAs will allow geolocation to be used as an independent cross-check variable for product ID for the counterfeit markets,” announced Dr. John Peeters, the president and founder of Gentag. For example, a consumer’s cell phone could indicate: “This product is a likely counterfeit. It should not be sold in this store.”

In addition to pharmaceutical markets, other applications for the button-tag technology include using the tags in corks for the wine industry; the clothing and laundry industries; the pet ID markets; the antiques, fine art, and collectibles markets; or any market where a low-cost, hardened, and permanent RFID tag is required.

The technology can be made to order using any 13.56 MHz RFID chip and therefore can be used immediately with any 13.56 MHz RFID reader, existing infrastructure, or network.

For product information, please see www.gentag.com or contact Gentag at info@gentag.com