

Press Release

New Wireless ID Skin Patch Technology Designed to Reduce Medical Errors

Monday November 5, 10:57 am ET

WASHINGTON and GLASGOW, Scotland, Nov. 5 /PRNewswire/ -- Medical errors may soon be a relic of the past. Smart, wireless, RFID skin patches for identification and diagnostic applications are now being manufactured by Frank Sammeroff Ltd., who has formed a strategic alliance with Gentag, Inc. for the production of the patches.

"By combining cell phones with RFID skin patches, we feel that medical errors in hospitals worldwide can be reduced significantly, resulting in major cost benefits," announced Dr. John Peeters, the founder of Gentag.

"Our unique, patented, non-invasive solution combines disposable skin patches with RFID tags and cell phones and will allow physicians and nurses to use their cell phones or wireless PDAs to update medical charts, time of patient visit, drug administration, and also be immediately warned about possible drug interactions, prior to drug delivery.

"It is anticipated that these RFID skin patches and matching cell-phone software will be competitively priced to allow hospitals worldwide to use the technology."

"Frank Sammeroff Ltd. is pleased to add this innovative technology to its product portfolio," Lawrence Sammeroff, the chairman of the company said, adding, "We expect large quantities of RFID skin patches to be sold to hospitals but also to organizations such as amusement parks, where the ID skin patches could be used for entrance control, payment services, and for child identification and child location. Sammeroff will market the smart skin patches under its own label and will also offer private-label production."

The smart skin patches are thin, flexible, and wash proof, thus allowing comfortable wear for anyone. The skin patches allow for writing on them by pen, as well as writing data to the chip or to a remote website.

Gentag, Inc. is a technology development company focusing on the creation of innovative, low-cost, wireless sensor technologies based on cell phones. The company owns a unique intellectual property IP portfolio relating to cell- phone sensor combinations and wireless sensor networks.

Frank Sammeroff Ltd. is a leading manufacturer of surgical dressings and other healthcare products. The company was established in 1939.

For media inquiries please contact Marc Onigman at (617) 413-2830 (Gentag) or Lawrence Sammeroff (Chairman of Frank Sammeroff Ltd) at lawrence@sammeroff.co.uk

For commercial inquiries please contact either lawrence@sammeroff.co.uk or info@gentag.com for pricing, licensing, and distribution options.

For more information, visit <http://www.gentag.com/> and www.sammeroff.co.uk

Source: Gentag, Inc.