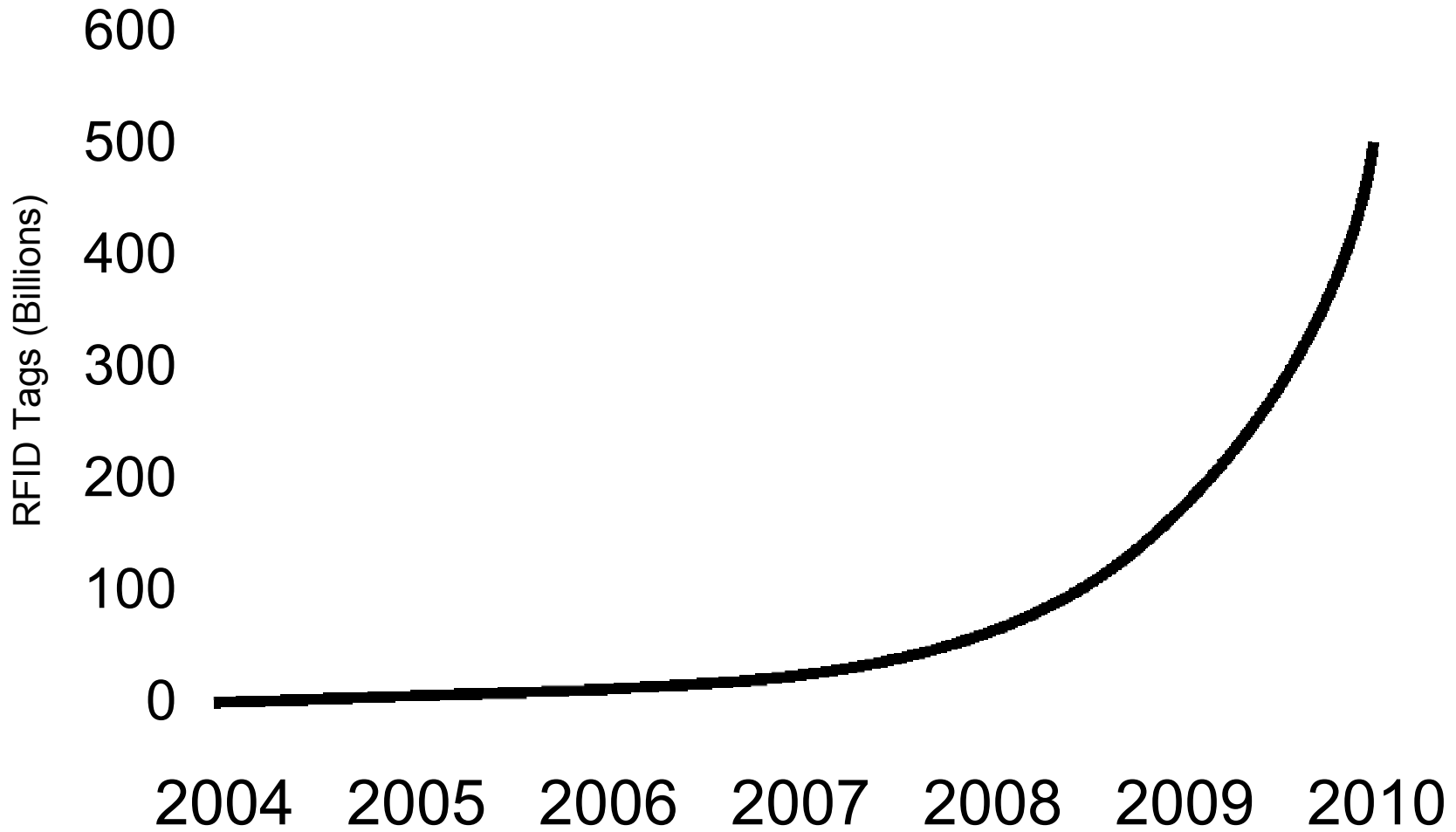


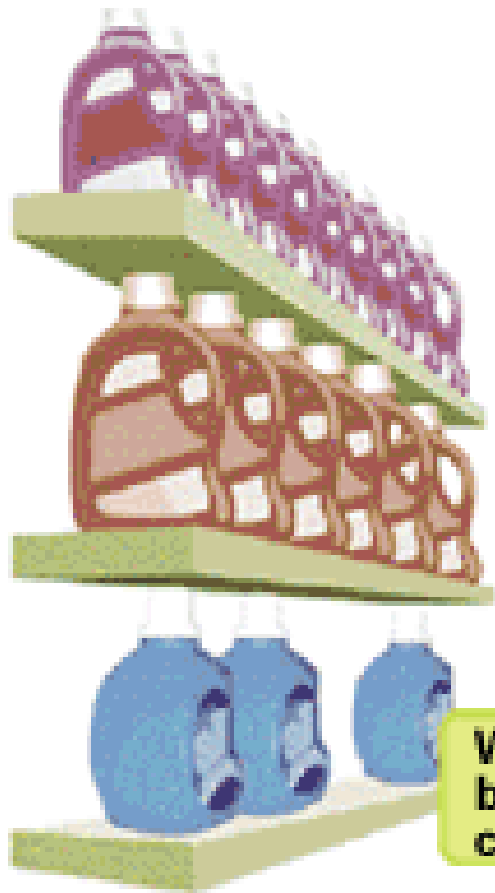
# RFID: Experiences of Early Adopters

Tom Grant, CEO ThingMagic, Inc.



## Market Timing





We're missing a bottle here! Better come replace it.

I'm detergent #23409! I arrived yesterday on a truck from Factory #8!





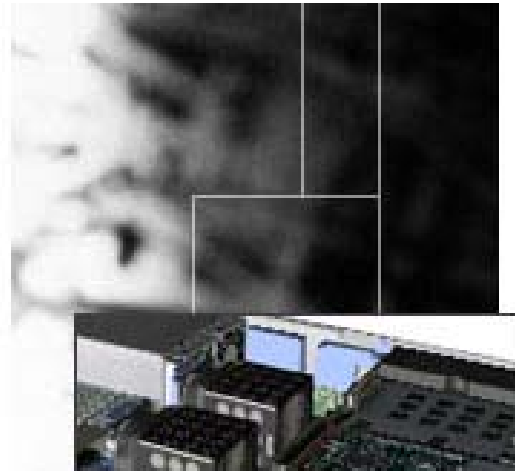


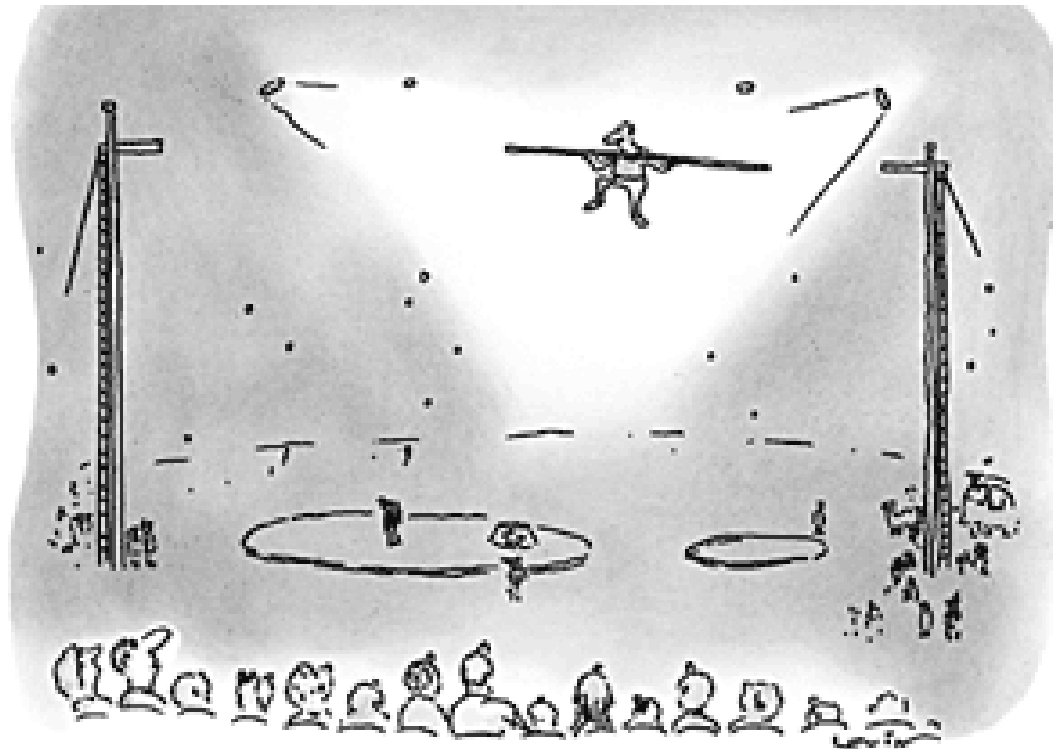


Mercury 4e

# Infrastructure

If they can't get to it. You're screwed





*"It appears to be some kind of wireless technology."*

Questions ?