



For Immediate Release

Contacts:

Don Taylor, VP Business Development
NeWave Sensor Solutions
9011 Heritage Drive, Plain City, Ohio 43064
<mailto:dont@newaverfid.com> 954-415-3406

Jeff Hudson, President
SLS
2287 Grand Commerce Drive
Howell, MI 48843
<mailto:jhudson@slsrfid.com> 810-229-9890

Smart Label Solutions and NeWave Sensor Solutions to Introduce New Direction of Motion Portal Capability at RFID Journal Live

Plain City (Columbus), Ohio-April 9,2018. Smart Label Solutions (SLS) and NeWave Sensor Solutions, LLC announced the introduction of a unique Direction of Motion capability for the market leading SLS portals. This new capability takes advantage of an ultra slim portal design by SLS and the unique Wave® antenna from NeWave Sensor Solutions. This combination provides a superior level of RFID read accuracy and the ability to know the direction of assets moving through a dock door or hall way. This new joint development will be demonstrated at RFID Journal Live in Orlando, April 10-12, at Booth 1521.

Jeff Hudson, CEO of SLS, stated: " We have been a believer in the superiority of the NeWave antenna performance for over 7 years and specifically designed our portals to take advantage of the Wave® antenna. This new Direction of Motion enhancement will address many of our customers' requests. SLS has installed over 4,000 of these portals and we continue to expand. We are excited to work with NeWave on this new development."

Dr.Den Burnside, CTO of Newave acknowledged: "The SLS portals have shown to be extremely accurate and effective in the marketplace. Thus, we developed our Direction of Motion portal to take advantage of this unique capability as well as being able to accurately determine what items actually move through the portal and in what direction without including stray tagged items. We have had a real success story with our SLS partnership and we are excited to continue to bring out new improvements and this will definitely not be the last."

About Smart Label Solutions, LLC

Smart Label Solutions (SLS) combines hardware products from leading manufactures with their suite of RFID hardware and software products. SLS delivers customer focused solutions that

provide improved accuracy and efficiency to existing business processes. For more information visit www.slsrfid.com

About NeWave® Sensor Solutions:

NeWave Sensor Solutions is a leading provider of optimized solutions for today's most challenging item-level Radio Frequency Identification (RFID) problems. The company develops industry-standard RFID technology based on the patented Wave Antenna that sets a new standard for accuracy, versatility and efficiency. The Wave is the first and only antenna specifically designed to be used only for item-level RFID solutions. NeWave's core technology was developed by the world-class ElectroScience Laboratory (ESL) of The Ohio State University, a pioneer in RF research and development under the direction of NeWave's Chief Technical Officer (CTO), and is produced in partnership with Wistron NeWeb Corporation (WNC), the Taiwan-based global leader in antenna manufacturing. NeWave's management team leverages a strong technical and international business heritage in a variety of industries for accomplishing its mission of providing optimized solutions to today's greatest RFID challenges. For more information, please visit us at www.newaverfid.com. *NeWave®, Wave® and Smart Shelf™ are trademarks of NeWave Sensor Solutions, LLC Plain City (Columbus), Ohio USA

+++