

December 8, 2008 Monday 9:00 AM GMT

## **ThingMagic Releases Astra RFID Reader for European Union; Easy to Deploy, Integrated RFID Reader/Antenna Simplifies Asset Management**

ThingMagic, Inc. ( [www.thingmagic.com](http://www.thingmagic.com) ), a leading developer of radio frequency identification (RFID) technology, today announced that its Astra integrated RFID reader/antenna is available in the European Union. Astra is easy to install, unobtrusive, and available with Power over Ethernet (PoE) and WiFi options. Designed for office and commercial environments, Astra's deployment options allow for flexible, low cost, single cable installation.

"Ideal for enterprise asset tracking applications, including document management, inventory control, baggage tracking and equipment location, Astra meets all European Union RFID and environmental certification requirements, and is available for immediate deployment," said Yael Maguire, ThingMagic CTO and co-founder.

Driven by ThingMagic's Mercury5e UHF RFID embedded reader module, Astra has a read range of over nine meters for Generation 2 RFID tags and can read up to 190 tags per second. Fully supporting ThingMagic's enterprise-class MercuryOS software, Astra's network management and security features include DHCP for configuration and firmware management, and SSL/SSH-based security. Astra has ETSI and CE certification and meets all European Union RFID and environmental requirements.

Astra reader features include:

- High performance, EPCglobal Generation 2.0 (ISO 18000-6C) support with anti-collision, Dense Reader Mode (DRM) and advanced anti-jamming functionality
- WiFi option, providing low cost integration with existing enterprise WiFi networks, and supporting enterprise WiFi security standards including TKIP, AES and EAP-TLS
- An integrated 865-956 MHz, circularly-polarized antenna with 6 dBiL gain and 65° beamwidth
- 16MB of flash and 32MB of RAM available for reader-hosted applications
- An external antenna port for an additional antenna
- An easy to use Development Kit, for customizing applications, settings, deployments and management
- A small form factor (10.2"H x 10.2"W x 3"D)

For more information, international callers can phone +1-617-499-4090, or email [salesteam@thingmagic.com](mailto:salesteam@thingmagic.com)

## About ThingMagic, Inc.

ThingMagic is a leading developer of radio frequency identification (RFID) technology, with broad experience in applying RFID in a wide range of industrial and consumer applications. ThingMagic's customers include some of the world's largest retailers, consumer companies, automotive firms, manufacturers and industrial automation firms. ThingMagic products include fixed and embedded RFID readers and antennas, embedded and OEM RFID technology, and professional services to facilitate the OEM integration of RFID into a wide range of industrial and consumer products. ThingMagic is "The Engine in RFID(TM)." <http://www.thingmagic.com> .