



NEWS RELEASE

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**SEEONIC™ ANNOUNCES BUSINESS AGREEMENT WITH A LARGE MEDICAL DEVICE
MANUFACTURING COMPANY FOR TEST AND EVALUATION OF SEEONIC'S
SIGHTWARE™ AND SMARTWATCH™ SYSTEM TO PERFORM REAL-TIME PRODUCT
INVENTORY TRACKING OF IMPLANTIBLE MEDICAL DEVICES IN THE FIELD**

Test and evaluation system announced for deployment within a “smart tote” system with an eye towards perpetual in-field inventory management.

October 1, 2008 / Minneapolis, Minn. - Seeonic™ Inc., a leader in Actionable Intelligence, announced today they have received a contract to begin the evaluation engineering of a field inventory management system based on Seeonic's **SightWare™** and **SmartWatch™** perpetual inventory management system utilizing their lowest cost state of the art integrated reader, antenna design and business intelligence system. The **SmartWatch** business-intelligence-data service works with its complementary **SightWare** electronic module to track inventory in real time to reduce field inventory stock-outs and overstock conditions ensuring that the medical device representatives have exactly the right product available for the consult.

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The Seeonic **SightWare**™ electronic module will automatically gather inventory data in a real time fashion from the representative's assigned product set housed within a "smart tote". The second generation module will utilize the ThingMagic™ Mercury5e embedded RFID reader, which reads and communicates RFID tag data through a real-time wireless interface uplinked to the **SmartWatch**™ data-intelligence web portal for analysis and reporting. Once the data is collected, the **SmartWatch** business intelligence system provides a secure web-accessible suite of software tools allowing the medical device manufacturer to track product inventory and perform predictive inventory analysis with the goal of reducing product stock outs and misplaced devices in the field resulting in improved customer support and services by the medical device representative in the field.

"Utilizing ThingMagic's™ Mercury5e provides the superior read sensitivity we need to acquire the maximum tag reads from within the smart tote. The Mercury5e reader embedded within our electronics is the highest performing mobile wireless platform in the industry to deliver on item level tagging," said **Harley Feldman, President and CTO** at Seeonic. "Additionally, by giving the device manufacturer visibility onto this highly valuable inventory 24/7 we can assist them with a whole host of compliance management goals as required by FDA, Sarbanes-Oxley, and the Joint Commission on Health Care ensuring product is continuously monitored and replenished safely, efficiently and securely."

Seeonic's solution benefits medical device manufacturers by providing real-time visibility into demand for all of their medical devices used by hospitals and clinics cross the USA. By having access to this information, the manufacturer can make intelligent and timely replenishment decisions ensuring out-of-stock conditions are avoided. By ensuring the right pacing product is always available to the surgeon at the point of surgical consult this leads to a successful working relationship between

the surgeon, hospital and manufacturer rep resulting in improvements in health care delivery, quality and efficiencies.

ThingMagic's Mercury5e UHF reader module is an embedded version of the RFID core in ThingMagic's best-in-class Mercury5 fixed RFID reader. About the same size as a PCMCIA Type II PC card, it concentrates Mercury5's performance into a tiny mobile package, enabling ThingMagic partners to design ThingMagic RFID into their own devices. The module is ideal for adding UHF RFID read/write capabilities to a wide range of mobile and handheld devices, and other small form factor systems requiring high performance RFID.

The Seeonic **SmartWatch** and **SightWare** solution is both economical and flexible while requiring minimal capital investment and no in-field IT infrastructure support. **SmartWatch** is a fully integrated suite of business analytics, demand-planning management, and inventory-status alerting tools offered on a monthly subscription basis; while **SightWare** is a low-cost, flexible and recyclable RFID-enabled sensing module. The Seeonic platform offers manufacturers the ability to increase revenues by reducing stock-outs and overstocks at the point of use.

Seeonic is located in Minneapolis, MN and ThingMagic is located in Cambridge, MA. For more information, please visit Seeonic at www.seeonic.com and ThingMagic at www.thingmagic.com