



**NEWAVE**®  
Sensor Solutions



## NeWave Sensor Solutions® Launches Canadian Innovation Centre

NeWave Sensor Solutions® is pleased to announce the opening of their Canadian Innovation Centre. Named after its founder, Dr. Walter “Den” Burnside, the centre will find its home in Mississauga, Ontario. Intended to support the existing Innovation Centre based out of Columbus, Ohio, the new centre will focus on developing the company’s RFID solutions and serving clients north of the border.

The Innovation Center will feature the company’s three cornerstone innovations:

**SmartShelf™** - A “no-tags required” Smart Shelf solution that provides retailers and vendors the ability to continuously and remotely monitor merchandise availability in real-time at the shelf level. NeWave’s Smart Shelf is a [2016 Consumer Electronics Show \(CES\) Honoree](#).

**Smart Inventory Management System™** - A “no-tags required” RFID solution ideal for accurately controlling the inventory of smaller, critical, but difficult to tag items for a wide variety of industries.

**NeWave Portals™** - Structures that provide a superior level of performance, ease of use, simplicity of installation and aesthetic. Over 2,000 [NeWave Portals](#) have been installed to date in North America in just the last 18 months

NeWave’s investment in the Canadian market answers the demand for precise inventory management solutions and highlights the growth of the RFID industry. NeWave is excited to provide Canada with their technologies and to host their future clients in the centre.

*“We at NeWave Global are very pleased and excited to open our first international Innovation Centre in Mississauga, Ontario. We have already realized numerous benefits including providing our Canadian customers with ready access to our proprietary technology and our RFID solution design expertise. Our Canadian Team is well trained, well resourced and with this new Centre they are very capable of providing customers with a variety of solutions that have consistently provided superior performance. We encourage any company that is interested in*

*the latest RFID technology to come to this new Centre and see a demonstration of our solutions in action”, stated Dr. Burnside.*

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](http://www.newaverfid.com). \*NeWave®, Wave® and Smart Shelf™ are trademarks of NeWave Sensor Solutions, LLC Plain City (Columbus), Ohio USA

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