



NEWAVE[®]
Sensor Solutions

For Immediate Release

Contact Information:

Don Taylor, Director Business Development
NeWave Sensor Solutions
9011 Heritage Drive, Plain City, Ohio 43064
Mail to: drt@newavesensors.com
954-415-3406

Plain City (Columbus), Ohio-June 2, 2014 – NeWave[®] Sensor Solutions, LLC today announced it is partnering with Cam Connections, Inc. to demonstrate its new Smart Shelf[™] system at the NRF Loss Prevention Expo on June 11 and 12th at the Greater Fort Lauderdale/Broward County Convention Center. Cam Connections will be exhibiting in Booth 1301.

The NeWave Smart Shelf is a unique and patented “no tags required” on-shelf inventory control system that utilizes the revolutionary Wave[®] RFID antenna to provide precisely accurate, real-time automatic monitoring and notification of on shelf merchandise availability with as little as a smart phone. Out of Stock and low stock conditions can also be immediately detected and corrected to accelerate sales and improve customer satisfaction. Based on criteria set by the retailer for low inventory limits, the Smart Shelf software signals an alert that can be sent to store managers, local and regional loss prevention personnel or anyone who needs to be notified of theft or low inventory availability. Potential Organized Retail Crime (ORC) incidents are alerted at the shelf rather than the front door, avoiding associate confrontations. The Smart Shelf has been well proven in the real-world and installation is presently being expanded in food, drug and mass merchandiser stores.

Robert Bull, Cam Connections President expressed: “We are excited about working with NeWave and their Smart Shelf technology. This is the first “No tags required” solution that is ideal for continuously monitoring merchandise availability in real-time. Working with NeWave expands our product offering into RFID.”

Joe Ryan, CEO of NeWave stated: "We developed the Smart Shelf system to assist retailers in combating organized retail theft and out of stock shelf conditions. These are two critical problems that represent billions of annual dollar losses for retailers. Retailers and consumer goods manufacturers have never before had immediate access to the on shelf item level inventory movement our solution can provide. Smart Shelf also provides detailed product selection data at the shelf that was never available in the past. The efficiencies gained have proven to be enormous. We are very excited to be partnering with Cam Connections to demonstrate our unique Smart Shelf capability."

About Cam Connections

Since 1998, Cam Connections has been a leading Loss Prevention resource in the United States. Our mission is to provide unmatched service in delivering electronic security solutions that are expertly tailored to the specific needs of each individual client. We are dedicated to heightening the value of our clients' businesses as a trusted partner in protecting their people and property.

Because we are a service provider and not a manufacturer, we are not tied to specific products or systems. We are free to select the most appropriate components from the entire marketplace, giving you the best solution at the best value. This also allows us to easily adapt your security system to meet your organization's existing procedures, rather than forcing you to conform to a pre-fabricated system.

Our dedication to customer service and our breadth of experience make us the ideal choice to protect your business from loss.

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.newavesensors.com.

*NeWave®, Wave® and Smart Shelf™ are trademarks of NeWave Sensor Solutions, LLC Plain City (Columbus), Ohio USA