



NEWAVE®
Sensor Solutions

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**NeWave® Sensor Solutions Spotlights
Smart Shelf™ at RFID Journal LIVE!**

Plain City, Ohio-April 8, 2014 – NeWave Sensor Solutions, LLC today announced the launch of their advanced Smart Shelf system at the RFID Journal Live Conference to be held April 8-10 in Orlando, FL. This patented Smart Shelf RFID technology is a no tags required solution that provides retailers with instant notification of merchandise theft at their shelves as well as low or out of stock conditions. Recent product enhancements include new antenna configurations that are designed to immediately target high theft products and a new wireless configuration that does not require cable drops. These new changes simplify installation and minimize installation labor. Smart Shelf is well proven in-store and is now being rapidly expanded to full retail commercialization.

RFID Journal LIVE! is the world's largest and most important event focused on radio frequency identification and related technologies. Now in its 12th year, LIVE! features more than 200 exhibitors from around the world. NeWave will be participating with Intermec at Booth #300.

The NeWave Smart Shelf utilizes the revolutionary Wave® RFID antenna, the first and only antenna specifically designed to be used for item- level RFID. Out of Stock and low stock conditions can now 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. Smart Shelf provides real-time automatic monitoring and notification of on shelf merchandise availability with as little as a smart phone. Potential Organized Retail Crime (ORC) incidents are alerted at the shelf rather than the front door, avoiding associate confrontations.

Joe Ryan, CEO of NeWave stated: "We are excited to be highlighting this new technology at the annual RFID Live Conference. NeWave's Smart Shelf is the first highly accurate, no tags required solution that is ideal for continuously monitoring merchandise availability in real-time. Smart Shelf is a proven real-world solution that has dramatically reduced both retail theft and out of or low stock conditions and inventory and to generate a positive Return on Investment. Retailers and consumer goods manufacturers have never before had immediate access to the detailed, on shelf item level inventory movement our solution can provide. The Smart Shelf can operate as a stand-alone system or as an integrated solution that is compatible with most common communication devices. The system pays for itself in months."

About NeWave® Sensor Solutions, LLC*

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 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.

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