



For Immediate Release

Contact Information:

Don Taylor, VP Business Development
NeWave Sensor Solutions
9011 Heritage Drive, Plain City, Ohio 43064
dont@newaverfid.com 954-415-3406



NeWave's Smart Shelf™ Wins CES® 2016 Innovation Awards Honoree

Plain City (Columbus), Ohio- December 8, 2015. NeWave Sensor Solutions, LLC, in conjunction with Wistron NeWeb Corporation, is excited to announce their Smart Shelf RFID system was selected as a CES 2016 Innovation Award Honoree in the new "Unmanned Systems and Accessories" category. This award was also officially announced on the CES website on November 10, 2015.

The prestigious Innovation Awards are sponsored by the Consumer Technology Association (CTA)™, the producer of CES 2016, the global gathering place for all who thrive on the business of consumer technologies, and have been recognizing achievements in product design and engineering since 1976. The CES Innovation Awards is an annual competition honoring outstanding design and engineering in consumer technology products.

Entries are evaluated on their engineering, aesthetic and design qualities, intended use/function and user value, how the design and innovation of the product directly compares to other products in the marketplace and unique/novel features present. The CES Innovation Awards are based upon descriptive materials submitted to the judges.

NeWave's Smart Shelf™ system provides information on shelf item movement in seconds using its unique patented Wave® RFID antenna technology. In simple terms, when an item leaves the shelf, NeWave's Smart Shelf sees it even when it is not tagged. Based on criteria set by the retailer for low inventory limits, the Smart Shelf software signals an alert in real time that can be sent on-site to store managers, or remotely to merchandising and loss prevention personnel as well as suppliers. The Smart Shelf can also trigger an audio alarm message and a video capture alert within the store. The system strives to make it easy to get real time in or out of stock shelf information available anytime to any authorized person or group.

The Smart Shelf is the first system/technology to provide on shelf merchandise availability without the need for tagging the products on the shelf, greatly lowering use costs. The award winning Smart Shelf will be showcased at the Wistron NeWeb Corporation (WNC) booth located in the LVCC South Hall #21000 during CES 2016 January 6–9, 2016 in Las Vegas.

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

About WNC

Wistron NeWeb Corporation (WNC) is an industry leader in the design and manufacturing of advanced communication products. With strong R&D and high-volume production capabilities, WNC consistently introduces innovative technologies covering a broad range of products including: DBS outdoor units, satellite/digital radio, networking devices (IEEE 802.11a/b/g/n/ac), 4G mobile devices, set-top boxes, digital home devices, automotive electronics, M2M products, RFID and NFC solutions, and various types of mobile-device/cellular-phone/LDS antennas. WNC's mission is to provide its worldwide customers and partners with superior products through premium ODM/JDM design, manufacturing, logistics, and after-sales services. For more information, please visit: www.wnc.com.tw.

+++