RF IDeas Introduces WaveID™
The new standard enabling badge based reader solutions throughout the workplace

ORLANDO, FL.--(September 19, 2011)-- RF IDeas, Inc., a leading provider of in-building proximity and contactless smart card readers announces WaveID, giving a name to the many badge-based authentication and identification solutions powered by RF IDeas readers. WaveID will be unveiled at the ASIS show (booth #3135) from September 19th-22nd in Orlando, Florida. Many RF IDeas partners have already expressed interest in adding WaveID messaging as part of their badge-based solutions.

In today's business environment, most employees carry badges for building access. A WaveID powered business environment exists inside the building, addressing the various ways employees' access and identification needs are met.

WaveID in action is both the physical place for employees to wave their badge for identification, as well as a visual cue that an RF IDeas reader powers this device or solution.

 WaveID enabled workplaces allow employees to log-in to their computer, release their print jobs, register at their meetings, track their time and attendance, pay for food, and much more, all with the same card they use for building access. WaveID illustrates how the proximity and contactless smart card readers created by RF IDeas provide easy solutions for a myriad of business needs.

"The WaveID logo will signify to customers, integrators, and end users that the RF IDeas reader being used to power that solution is the best choice out there," says Richard Landuyt, president of RF IDeas. "With WaveID, RF IDeas readers take the concept of 'Powering the Badge' to a whole new level."

WaveID is a new name, but the solutions that are powered by RF IDeas' readers are well established. Hundreds of thousands of RF IDeas readers are in use around the world, supporting solutions like: Single-Sign-On in the medical and manufacturing industries, secure printing in the multi-function-printer market, OEM and industrial access solutions, meeting attendance, time tracking applications, visitor management systems, kiosks, point-of-sale payment stations, and more.

In the coming weeks, customers will begin seeing the WaveID logo on RF IDeas products, including on the popular pcProx® model readers. To assist with education, RF IDeas will be providing OEM customers with detailed information and labels for their devices. WaveID information will also be available on the RF IDeas website and through direct sales channels.

About RF IDeas:

RF IDeas designs, develops, and manufactures card readers that support nearly every proximity, contactless smart card and magnetic stripe card technology worldwide. RF IDeas readers come in many different form factors and are used in hundreds of applications and OEM solutions including: secure printing, kiosks, building and door access, point-of-sale and computer logon. In addition to card readers, RF IDeas offers Wiegand converters and Software Developer's Kits. For more information visit

www.RFIDeas.com and follow us on Twitter at www.twitter.com/RFIDeas. To view a variety of applications used with RF IDeas card readers, visit www.youtube.com/RFIDeas.

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