

News Release

For Immediate Release

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**Inaugural European Conference
Showcasing RFID and Near Field Communications (NFC) Technology
Sees Record Attendance**

*Printronic, NXP Semiconductors, Sony and Reva Systems sponsor
NFC Europe and RFID Germany Conferences in Frankfurt*

Frankfurt, Germany (October 12, 2006) – More than 350 executives from Europe, Asia, North America and Australia attended the first business technology conference in Europe that showcased RFID (radio frequency identification) and NFC (near field communications) October 9 and 10 in Frankfurt produced by CMP Technology and CMP-WEKA..

"NFC and RFID solutions are closely related and each drive innovative new business practices and operational efficiencies in a wide variety of organizations," commented Timothy Downs, Vice President of CMP Technology's Applied Technologies Group a producer of the event with CMP-WEKA. "We are extremely pleased with the number of quality business executives who attended this inaugural and unprecedented technology conference."

NXP Semiconductors, Sony, Inside Contactless and Cassis International supported the *NFC Europe* conference, which featured speakers from leading European Mobile Communications carriers and financial services firms, including mobilkom Austria, Vodafone Germany, TeliaSonera and Mastercard International discussing the business case of Near Field Communications.

RFID Germany conference and exhibition featured technology solutions from Printronix, Reva Systems, Siemens, and Intellex and highlighted early adopters of RFID solutions in the supply chain and the corporate enterprise. Speakers include Christoph Pelich, Volkswagen AG, Christof Ehlen, FIFA WorldCup™ Organizing Committee Germany, and Ronald Janssen, CIO Centraal Boekhuis, Boekhandels Groep Nederland (BGN).

Both events are produced by CMP Technology in conjunction with IT media company CMP-WEKA, the German-based publisher of *Information Week*, *Network Computing* and other leading information technology publications and events. CMP Technology produces "RFID World," the U.S. based annual technology exhibition, the world's largest event focused on RFID and other identification, location and sensing solutions.

"This combined event offers an unprecedented value for attendees: the opportunity to hear the latest on RFID in supply chain, healthcare, automotive and other enterprise applications – and, in the same facility, listen to the early leaders in Near Field Communications, an exploding new application technology that enables convenient short-range communication between electronic devices such as mobile phones," said Thorsten Koester, Managing Director of CMP-WEKA. "NFC offers convenience for connecting all types of consumer devices and enables rapid and easy communications, including payment and ticketing applications."

Event producers announced the 2007 RFID Europe and NFC Europe conferences, which will return to Frankfurt in October 2007. For registration and program information, visit <http://www.scievents.com>.

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