



NEWS RELEASE

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Primera Announces RX900f Color RFID Printer

New color RFID printer encodes and prints onto foam backed RFID tags.

PLYMOUTH, MN, USA (April 4, 2012) — Primera Technology, Inc., one of the world's leading manufacturers of specialty printers, today announced the world's first on-demand RFID printer for printing and encoding onto foam-backed RFID tags.

RX900f utilizes the latest in high-resolution color inkjet technology to print onto and encode foam backed RFID tags up to 1/8" (3.175 mm) thick all in a single pass. Print speed is fast at up to 4.5" (114mm) per second.

The integrated UHF reader/encoder is supplied by RFID industry leader Intermec®. It supports EPC Global Class 1 Gen 2 as well as ISO 18000 -6B and -6C.

Built-in, automatic RFID encoding with high-resolution, 4800 dpi color printing makes it ideal for applications that require foam backed RFID tags and human readable and/or unique identification marking that are used on or near metal and liquids.

Printed labels are highly scratch, water, smudge and tear-resistant. Black pigment ink is available for high UV-resistance.

"Inkjet technology is ideal for printing onto foam-backed RFID tags," said Mark D. Strobel, Primera's vice president of sales and marketing. "Before RX900f, tags had to be pre-printed which isn't ideal for a host of applications. Now, you can print one to thousands of foam-backed RFID tags at a time and each one can be unique."

Specific applications include use on or near metals and liquids such as:

- Asset tracking of machinery and vehicles
- Racks and shelving in warehouses

- Retail item-level tags
- Wine and liquor barrel tracking
- Specimen tracking in laboratories and medical facilities

Printer drivers are included for Windows XP/Vista/7® or higher.

Pricing and Availability

RX900f is priced at \$4,995 (MSRP) in the USA and Canada. RX900f will be shipping in Q2 2012 and is available from Primera's resellers and distributors worldwide and at www.primeralabel.com.

Complete product details are available at www.primeralabel.com. Follow Primera on Facebook at www.facebook.com/primeratech and on Twitter at www.twitter.com/primeratech.

About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world's leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 179 countries.

More information about Primera and its products is available on the Internet at www.primeralabel.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primera.com.

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