



PRESS RELEASE

Smartrac and Axzon Enter Partnership to Deliver Innovative, Intelligent Sensor Solutions for the Industrial IoT

Amsterdam (The Netherlands) / Austin, (TX, USA), January 22, 2019 – Smartrac Technology Group, global market leader in RFID products and IoT solutions, today announced that it has entered a strategic partnership with Axzon Inc., a specialist in end-to-end wireless sensing solutions.

As first to market, both partners will jointly develop and market RFID-based sensor technology for major industrial segments such as smart packaging, logistics, healthcare, aviation, automotive, supply chain management, and many others. These leading-edge solutions will allow customers and market players to take full advantage of a whole new range of data and product insights, captured by embedded RFID tags and sensors.

Featuring industry-leading passive (no-battery) single-chip sensors and scalable software services for reliably and accurately sensing, anticipating, detecting and managing environmental and spatial conditions such as temperature, moisture, humidity and proximity, the newly developed solutions will also deliver new insights into business operations and help businesses to further explore the Industrial Internet of Things (IIoT). In today's hyper-connected world, this will not only enable the transformation of companies, opening a new era of growth and competitiveness, it will also link and empower data and intelligent machines to provide enhanced possibilities in terms of efficiency, productivity and operational effectiveness of industries across the world.

“Building upon a history of collaboration and cooperation, Axzon is pleased to strategically join forces with Smartrac to develop and market IIoT solutions by leveraging their premier engineering, technology and production capabilities, combined with Axzon’s adaptive wireless single-chip sensor ICs and scalable sensor software services. Together, we aim to lead the sensor market with scalable, predictive and maintenance-free sensor solutions that connect products, objects and events with traditional IoT sensor devices,” said Shahriar Rokhsaz, CEO of Axzon.

“Representing the pooling of strengths and know-how of our two companies into a perfect bundle, our collaboration with Axzon is a great and complementary fit to the growing demand and market evolution of RFID-based sensor technology for a multitude of applications. Together we are now able to directly respond to our customers’ demands for smart, sustainable, energy-efficient and easy-to-deploy sensor solutions: Where everything can be measured at all times. Our joint market-ready solutions will provide the precise data needed



to effectively and timely enable actual prevention - instead of just reporting in retrospect”, said Amir Mobayen, Chief Revenue Officer at Smartrac.

About Axzon:

Based in Austin, Texas, Axzon Inc. (formerly RFMicron Inc.) produces end-to-end wireless sensing solutions that bring the Internet of Things (IoT) to industry and businesses in need of real-time business insights into productivity, performance, and environmental threats along their supply chain. Since its founding in 2006, Axzon has led the expansion of sensing capabilities to meet the unique, large-scale demands of businesses whose success depends on knowing more about their operating conditions, including automotive manufacturing, healthcare, predictive maintenance, switchgear, cold-chain and data centers. Axzon's solutions include wireless Smart Passive Sensors™, SMART Edge™ systems, and other patented and patent-pending industrial IoT solutions.

Learn more at www.Axzon.com.

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About Smartrac:

Smartrac is a global market leader in RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to digitize, identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT-solutions platform Smart Cosmos®, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow [Smartrac on Twitter](#) or sign up for a [quarterly newsletter](#).

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