

'MEMS-ID' - THE WORD FOR NEW WAVE RFID TECHNOLOGY

Information City Australia (ICA) has thrown its support behind a Melbourne-based company developing next generation automatic data capture and scanning technologies.

Mr Robert Crompton, Executive Director of ICA, said the organisation was pleased to announce that it was the lead investor in a recent first round of funding for Mems-ID Pty Ltd as part of its role within the Federal Government's ICT Incubators Program (ICTIP).

"Mems-ID is developing a new radio frequency identification (RFID) technology that offers significant technical advantages over conventional bar code and RFID systems, including temperature sensing, enhanced memory capacity and the ability to survive sterilisation temperatures," Mr Crompton said.

The Company's technology is based on the use of MEMS (Micro Electro Mechanical Systems) technology rather than conventional CMOS-based microelectronics. The Mems-ID technology includes micro-sized RFID "chips" that will allow detailed, continuous tracking of countless products as they move through the supply chain.

Mr Fraser Clayton, Chief Executive Officer of Mems-ID, said that micro-electronic mechanical systems offers a major revolution in RFID technology, providing unparalleled performance and durability at a fraction of the tag cost of existing CMOS-based RFID technologies.

"We're confident that MEMS-enabled packaging will result in reduced product wastage, improved labour savings, fewer disputes with distributors and retailers, improved customer satisfaction and much greater understanding of supply chain dynamics," Mr Clayton said.

The Company is currently focussing on healthcare applications of the Mems-ID technology, including:

- Tagging and monitoring of pharmaceuticals and vaccines;
- Attachment to medical and dental instruments and tools;
- Tracking and tracing of test tubes;
- Tagging of temperature-sensitive products and specimens; and
- Monitoring the number of usages or autoclave cycles.

"The tags do not need 'line of sight' orientatation or a battery and can be applied as a label or embedded within the package. Plus, with literally trillions of possible ID combinations, each RFID tag has its own unique identity," Mr Clayton said. Furthermore, because the tag is essentially a memory device and can be written to while in use, each Mems-ID equipped device can carry its own history card.

Mr Clayton said the healthcare industry represented only one major opportunity for the Mems-ID technology. Others included postal and warehouse supply chain/logistics through to military/defence, retail checkout, airline baggage checking, electronic passports and smart cards and freeway toll collection.

For more information:

Robert Crompton
Executive Director
Information City Australia
Phone +61 3 8665 5222
www.informationcity.com.au

Fraser Clayton
Chief Executive Officer
Mems-ID Pty Ltd
Phone +61 3 9763 9763
www.mems-id.com