

# Reva Expands EMEA Partnerships to Deliver Global RFID Value

**World-Class Partners Far and Wide Leverage Reva Technology for Innovative RFID Solutions**

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## Highlighted Links

<http://www.revasystems.com>

Reva Systems, the leading radio frequency identification (RFID) network infrastructure provider, today announced the inaugural roster of Reva-certified partners doing business in Europe, the Middle East and Africa (EMEA). Global partnerships with these key systems integrators are extending the reach of Reva-based RFID solutions to support multinational business operations.

End users increasingly rely on RFID systems integrators to help identify, innovate and implement business solutions built around RFID. As trusted partners, the involvement of these integration and process re-engineering professionals is crucial to many enterprise customers. Reva's recently announced production deployments of RFID systems in EMEA are examples of how the market for RFID network infrastructure is growing through the involvement of specialists focused on business process change.

"The RFID market depends on strategic global alliances for sustained adoption," said Simon Holloway, senior analyst with Bloor Research. "When Reva announced last fall that it had secured funding from Cisco and SAP, the crux was that Reva's business would expand globally, and they're delivering on that promise by signing on key partners who've landed significant customer wins spanning many countries."

For example, Mieloo & Alexander is a regional European partner whose integration of an RFID/video tracking system for Sony Europe in The Netherlands is being duplicated for additional customers and locations. Mieloo & Alexander is also working on RFID deployments at other hi-tech companies, several logistics operators and non-food consumer goods manufacturers. In Eastern Europe, Reva's partner LogSystems, is using Reva technology to deliver solutions for manufacturing, retail and supply chain applications. Elsewhere in EMEA, NBG ID is implementing a retail store and supply chain distribution project in France. Matiq AS is working on a food processing implementation in Norway. Sinel Systems is engaged in retail and logistics projects in Spain. The AIDA Centre, also in Spain, has projects in postal logistics and manufacturing. Tagstone, based in Dubai, is focused on RFID applications in energy, retail and manufacturing. And, TETAS is working on combined solutions of inventory management and asset tracking programs in Turkey.

The RFID markets in Austria, Switzerland and Germany are advancing rapidly with several Reva partners deploying solutions in this region. Meco Gruppe is leveraging Reva's products to implement an item-level tagging and tracking system for Lemmi Fashion spanning countries from Asia to Germany. Rodata is involved with a complex retail project in Switzerland. PDS is active in the consumer packaged goods industry working with retail suppliers and logistics enterprises across the German-speaking region. And, TBN is focused on projects in aerospace, automotive and logistics in central Europe.

"The supply-chain nature of RFID appears to amplify opportunities for a partnering strategy. As integrators develop local or regional solutions for their clients based on Reva's TAP appliance, they are finding that

expanding deployments to multinational facilities is a straight-forward exercise," said Ashley Stephenson, chairman and co-founder of Reva Systems. "Our partners deliver production-scale deployments to their customers with confidence because Reva's products actually support global production-scale requirements."

Reva has established joint service delivery and reseller agreements with a number of leading enterprise-level and RFID-focused systems integrators across the EMEA region. The Reva sales, business development, marketing and systems engineering team based in Europe currently supports the existing partner network and is actively developing additional partnerships.

Reva's Europe/Middle East/Africa (EMEA) Systems Integration Partners:

- AIDA Centre, serving Spain [www.aidacentre.com](http://www.aidacentre.com)
- LogSystems Ltd., serving Hungary and most of Eastern Europe [www.logsystems.hu](http://www.logsystems.hu)
- Matiq AS, serving Norway [www.matiq.no](http://www.matiq.no)
- Meco Gruppe, serving Austria, Germany and Switzerland [www.meco-gruppe.de](http://www.meco-gruppe.de)
- Mieloo & Alexander, serving The Netherlands, Belgium and Luxembourg [www.mielooandalexander.com](http://www.mielooandalexander.com)
- NGB ID, serving France [www.nbgid.com](http://www.nbgid.com)
- PDS GmbH, serving Austria, Germany and Switzerland [www.pds-gmbh.de](http://www.pds-gmbh.de)
- Rodata Mobile Computing, serving Austria, Germany and Switzerland [www.rodata.ch](http://www.rodata.ch)
- Sinel Systems, serving Spain [www.sinel.com](http://www.sinel.com)
- Tagstone, serving the Middle East [www.tagstone.com](http://www.tagstone.com)
- TBN GmbH, serving Austria, Germany and Switzerland [www.tbn.de](http://www.tbn.de)
- TETAS, serving Turkey [www.tetas.com.tr](http://www.tetas.com.tr) and [www.iztanbul.com.tr](http://www.iztanbul.com.tr)

For more information and to review the full list of Reva's technology, device and integration partners globally please visit Reva's web site: [www.revasystems.com/html/partners.html](http://www.revasystems.com/html/partners.html)

#### About Reva Systems

Reva Systems develops RFID network infrastructure products that enable customers to rapidly deploy scalable solutions in any environment. Reva's standards-based Tag Acquisition Processor (TAP) products facilitate improved system performance, manageability and accuracy while significantly lessening implementation time and complexity. Reva products are delivered by a global network of partners and deployed worldwide by enterprises leveraging innovative RFID applications to generate value in diverse industries. Reva was founded in 2004 and is headquartered in Chelmsford, Mass., with a European office in Düsseldorf, Germany. For more information, visit [www.revasystems.com](http://www.revasystems.com).

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