



Cathexis Gathers behind IDBLUE Brand for Mobile RFID Solutions

Cathexis Innovations Inc has focused its activities in the RFID market by grouping its mobile RFID solutions business under the IDBLUE brand.

IDBLUE.com is the new homepage for all the company's RFID-related business lines, including:

- **Mobile Readers - IDBLUE® R8**, the world's first mobile, integrated Bluetooth® RFID reader, ideal for scenarios requiring human workflow such as asset inspection and auditing, security patrol management, and field maintenance, repair and overhaul (MRO). The compact, pen-shaped design, complete with stylus tip, makes it perfectly suited to work with mobile PocketPC™ or TabletPC™ based applications.
- **Solutions** - built on IDBLUE's proprietary RFID best practices framework and global RFID standards to address the growing need to manage all forms of sensor-based data. Using the **Edge Live Framework (ELF)**, IDBLUE solutions are mobility centric, device agnostic and designed to be easily configurable.
- **IDBLUE Consulting Services** - covering a broad range of RFID-related subjects including business case and feasibility studies, RFID assessments, RFID infrastructure procurement and delivery, enterprise integration, product integration, and RFID implementation support.

Operating as a parent company, Cathexis will continue to focus on its core mandate of innovation, developing novel technologies for business applications.

“Our RFID business has grown to the point where the time is now right for IDBLUE become an entity in its own right, allowing both organizations to evolve independently,” said **Steve Taylor, Chairman of Cathexis and CEO of IDBLUE**. “IDBLUE now concentrates exclusively on building its market presence in the evolving RFID sector, giving it the best possible platform from which to pursue the market and partner strategies that will help it succeed.”