Trimble Embedded RFID Readers Power International Retail Inventory Management Solution

Mercury5e and Mercury5e-Compact Modules Used for End-to-End Inventory Control at Gerry Weber Retail Stores

SUNNYVALE, Calif., Dec. 21, 2010 /PRNewswire/ -- Trimble (Nasdaq: TRMB) announced today that its ThingMagic M5e and M5e-Compact RFID reader modules are being used as part of an inventory management system deployed by Gerry Weber, an international fashion and lifestyle company based in Germany. ThingMagic embedded RFID readers power several components of the system including handheld scanners used for inventory, Point-Of-Sale (POS) devices, and Electronic Article Surveillance (EAS) gate antennas. The system has been deployed in 150 "Houses of Gerry Weber" retail stores in Germany and throughout Europe.

To streamline its inventory and order management processes, Gerry Weber recently began embedding EPC Gen 2 RFID tags from Avery Dennison into the care labels of approximately 25 million garments it manufactures annually. During the receiving process at its retail locations, Gerry Weber staff scan the RFID tags with Nordic ID PL3000 UHF RFID Cross Dipole handhelds powered by ThingMagic M5e-Compact embedded RFID readers. Use of RFID for this inventory activity can save store employees a significant amount of time, as they no longer have to count items by hand or scan individual bar codes when orders arrive. The Nordic ID mobile computers are also being used for retail floor inventory, resulting in reduced labor requirements, increased inventory accuracy, and improved product availability.

RFID-enabled point of sale and electronic article surveillance systems designed by RAKO Security-Label GmbH have also been deployed by Gerry Weber to automate purchasing and electronic theft-protection processes. The highly integrated system includes ThingMagic M5e embedded RFID readers to automate the acquisition of sales information at the point of purchase and provide protection against potential shoplifters by detecting items leaving the store. In addition to automating purchase data collection, the system sends an alert when removed items have no record of being scanned at point of sale, indicating a potential theft.

"Gerry Weber has made a commitment to RFID based upon the significant value its extensive testing and business case analysis has proven," said Bernd Schoner, vice president, Business Development of Trimble's ThingMagic Division. "The use of our powerful embedded RFID engines lays the foundation for several applications in retail environments. We are very pleased to be a part of this initiative solution and believe it provides yet another exceptional example of the value of RFID in the retail market."

Companies serving the retail market — like Nordic ID and RAKO Security-Label — choose ThingMagic RFID modules for their small form factor, ease of integration, and superior tag read rate across a variety of operating conditions. The ThingMagic family of embedded RFID readers are designed to enable mobile and stationary devices from battery-powered hand-held readers where small size and low power consumption are essential, to application specific devices like POS terminals and EAS solutions where extended read ranges and rapid tag singulation are required.

About Trimble's ThingMagic Division

Trimble's ThingMagic Division is a leading provider of UHF RFID reader engines, development platforms and design services for a wide range of applications. ThingMagic develops products for demanding high-volume applications and provides consulting and design services to create solutions for challenging applications. ThingMagic's customers include some of the world's largest industrial automation firms, manufacturers, automotive companies, retailers, and consumer companies. Located in Cambridge, Massachusetts, ThingMagic was founded in 2000 by a group of visionary PhD graduates from Massachusetts Institute of Technology's Media Lab. ThingMagic is "The Engine in RFID™".

For more information, visit: www.thingmagic.com.

About Trimble

Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Solutions are focused on applications requiring position or location — including surveying, construction, agriculture, fleet and asset management, public safety and mapping. In addition to utilizing positioning technologies, such as GPS, lasers and optics, Trimble solutions may include software content specific to the needs of the user. Wireless technologies are utilized to deliver

the solution to the user and to ensure a tight coupling of the field and the back office. Founded in 1978, Trimble is headquartered in Sunnyvale, Calif.

For more information, visit Trimble's Web site at: www.trimble.com.

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