



Trimble Announces Availability of ThingMagic Mercury6e RFID Reader Module

M6e Offers Low Solution Development Cost, Expanded Use of RFID in Vertical Markets and End-user Applications

SUNNYVALE, Calif., Jan. 5, 2011 /PRNewswire/ -- Trimble (Nasdaq: TRMB) announced today the availability of its ThingMagic® Mercury6e (M6e) module - the latest addition to its embedded radio frequency identification (RFID) product family. Achieving several market firsts, the M6e is the world's smallest 1 Watt, four port UHF reader module on the market today, delivering leading performance and significant time-to-market advantages to original equipment manufacturers (OEM), value added resellers (VAR), and solution providers looking to add RFID to existing product lines or designing and building new solutions from the ground up.

"The addition of the M6e module to ThingMagic's portfolio and the overall solution flexibility and quick time-to-market the product affords OEMs, highlight the company's commitment to UHF RFID product innovation and application enablement," said Michael Liard, practice director, RFID, ABI Research.

ThingMagic embedded RFID modules have been integrated into leading solutions across several markets including automotive, healthcare, industrial automation, manufacturing, and retail. Expanding this broad industry and application support, the M6e is designed to the standards of full size RFID readers, but is small and efficient enough to be used in a wide variety of mobile applications.

"Adding the ThingMagic M6e RFID module to our product line will allow us to meet growing regional demand for high-performance RFID products," said Sun Hai, founder and CEO Beijing Silion Technology Co., Ltd. "The M6e is a powerful addition to ThingMagic's embedded RFID reader family and, as with all of ThingMagic's products, offers a robust development platform and the tools necessary for value added resellers like Silion Tech to serve our customers and advance our market position."

"The M6e builds on the leading performance users have experienced from ThingMagic," said Tom Grant, general manager of Trimble's ThingMagic Division. "The M6e's extensive feature set, small size and performance provide developers more latitude when creating high-performance RFID-enabled solutions. A growing number of companies are looking to have RFID incorporated into their products and solutions; the M6e will make more and more of those developments possible."

The M6e is available now. To place orders, please contact ThingMagic sales at sales@thingmagic.com or 1-866-833-4069, international dialers call +1 617-499-4090.

See the ABI Research Embedded Passive UHF RFID Reader Module Vendor Matrix report to learn more about ThingMagic's top implementation and innovation ranking.

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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