



August 14, 2012

Trimble Expands Functionality of ThingMagic RFID Readers

Improved Performance and Ease of Use Lower Barriers for Deploying RFID-Enabled Solutions

SUNNYVALE, Calif., Aug. 14, 2012 /PRNewswire/ -- Trimble (NASDAQ: TRMB) announced today the availability of a number of new capabilities for its ThingMagic® Mercury®6e (M6e) embedded UHF RFID module and Mercury®6 (M6) finished UHF RFID reader. Available through a firmware upgrade, the added functionality helps users develop and deploy reliable, high-performance RFID-enabled solutions for a broad range of traditional and innovative applications. Trimble also introduced a redesign of its Universal Reader Assistant, a graphical user interface developed to simplify the use and deployment of ThingMagic RFID readers.

Building on the leading performance and reliability customers have come to expect with ThingMagic products, this upgrade delivers significant enhancements including an increase in tag read rate of up to 75 percent and greater data acquisition rates with every tag read. Several application-specific features designed to read RFID tags in diverse and challenging conditions have also been introduced, including:

- A new 'fast search' tag reading mode
- The ability to obtain up to 128 bytes of data with every tag read
- ISO 18000-6B performance enhancements
- Support for IDS Micro SL900A Gen2 Class 3 Sensor Tags

Innovation Across Industries

Driven by increased demand for RFID-enabled solutions in the transportation, supply chain, retail and healthcare markets, these new features offer several application specific improvements:

The ThingMagic M6e embedded module now includes a 'fast search' algorithm which forces tags to respond rapidly and repeatedly for optimal read performance across diverse use cases. This feature supports applications such as tolling, vehicle management and race timing where fast moving tags need to be distinguished from each other with a high degree of accuracy. Operational up to 200 kilometers per hour, 'fast search' supports both Gen2 and ISO 18000-6B tags.

Superior receive sensitivity, higher tag read rates, and better adaptation to changing tag populations enhance the ability of the ThingMagic M6e and M6 readers to read RFID tags in varied environments and on more items. For example, in a retail supply chain, manufacturers can track high volumes of items on densely packed pallets across multiple distribution points and retailers can inventory tagged items rapidly and with predictable accuracy. In addition, the ability to read more data from every tag supports emerging retail uses such as anti-counterfeiting, brand protection and other security-sensitive applications, without impacting the performance of tag inventory or tag encoding activities.

This upgrade also adds support for the full cool-Log™ command set for IDS SL900A sensor tags, addressing increased demand for temperature and state monitoring within utilities, food/cold-chain, healthcare and other markets. The IDS 900A is an EPC global Class 3 tag IC which can be operated in either semi-passive or passive mode.

"This release represents a significant step in optimizing our portfolio of high-performance embedded RFID modules and finished RFID readers for use across industries," said [Tom Grant](#), general manager of Trimble's ThingMagic Division. "Superior performance and versatility continue to be primary differentiators for our products. Equally important are advancements in ease of use which are fundamental to the growth of RFID-enabled solutions and driving better business results across a growing number of connected enterprise applications."

A Commitment to Ease of Use

With a key goal of driving the barriers for deploying RFID technology as low as possible, this update improves the out-of-the-box experience for solution developers and end users of ThingMagic M6 readers. An improved Web interface includes a reorganization of configuration and management screens, new performance tuning settings, and enhanced tag data access and displays. Enhancements also include zero configuration support for automating network connectivity, Web-based device discovery and management and advanced testing capabilities.

A redesign of the ThingMagic Universal Reader Assistant is also available. Supported by all ThingMagic readers, this utility is used to initialize readers and perform common tasks, including selecting application specific performance settings. With a focus on ease-of-use, this redesign meets the needs of an expanding customer base by reducing complexity for novice users while permitting low-level control for advanced users.

Pricing and Availability

The firmware upgrade is available now. Existing RFID reader customers with a current support contract can acquire the upgrade at no additional cost. For more information, please contact ThingMagic sales at: sales@thingmagic.com or +1-866-833-4069. International dialers call +1 617-499-4090.

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, the ThingMagic business 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: www.trimble.com.

GTRMB

SOURCE Trimble

News Provided by Acquire Media