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Trimble Introduces ThingMagic Astra-EX UHF RFID Reader

Integrated Reader/Antenna Delivers New Standards in Performance, Ease-of-Use and Cost of Ownership

SUNNYVALE, Calif., Sept. 24, 2012 /PRNewswire/ -- Trimble (NASDAQ: TRMB) introduced today the ThingMagic® Astra®-EX, an addition to its integrated UHF RFID reader/antenna product family. Driven by ThingMagic's high-performance Mercury6e (M6e) module and designed for enterprise and commercial applications, Astra-EX is easy to install and integrate with corporate IT infrastructures and blends well with enterprise lay-outs. Astra-EX builds on the capabilities of the widely deployed first generation Astra reader and includes several new high-performance and application-specific features.

"The addition of Astra-EX reader to our product line allows customers to take advantage of our latest high-performance features in a proven form factor," said [Tom Grant](#), general manager of Trimble's ThingMagic Division. "Predictable performance and ease-of-use are essential to broad market adoption of RFID. Astra-EX delivers on both of these measures and more, simplifying integration with enterprise applications and reducing the time for customers to realize better business results."

Key features of Astra-EX reader include:

- EPCglobal Gen2 (optional ISO 18000-6B) support with anti-collision Dense Reader Mode (DRM) and advanced anti-jamming functionality
- A fully integrated 8.5 dBic circularly-polarized antenna and an RP TNC connector to support an optional secondary external antenna
- Separate read and write levels, adjustable from 5 dBm to 30 dBm on the integrated antenna and up to 31.5 dBm on the external antenna port
- Power over Ethernet (PoE) 802.3af and external DC power options
- A fully integrated Wi-Fi option for data backhaul across existing enterprise Wi-Fi networks
- 32MB of flash and 64MB of DRAM available for reader-hosted applications
- LLRP v1.0.1 with multiprotocol extensions

New high-performance capabilities and application-specific features include:

- A 'fast search' mode for reading tags affixed to fast-moving objects
- The ability to rapidly adapt to changing tag populations
- The ability to obtain 128 bytes of data with every tag read
- Support for the full cool-Log™ command set for IDS SL900A sensor tags

The Astra product family is ideal for single and two-antenna applications or as part of a networked RFID reader infrastructure. Its integrated form factor, PoE and Wi-Fi options, and support for enterprise application integration make it a popular choice for automating workflows and improving business processes across markets. Notable deployments include:

[The Disney Family Cancer Center](#) selected ThingMagic Astra readers for an integrated patient admittance, scheduling, and environmental controls solution, recognized by *RFID Journal* as *The Most Innovative use of RFID* in 2011.

[ITC Infotech](#), one of India's fastest growing IT companies, has deployed ThingMagic Astra readers to automate a unique set of hospitality services in ITC Luxury Collection hotels, a global chain of premium 5-Star properties.

[Greenville Hospital](#), the largest health care system in South Carolina has deployed a network of ThingMagic Astra readers to identify and locate assets, staff and patients, leading to labor savings, loss prevention and improved physician satisfaction and productivity.

[RFKeeper](#), a leading provider of supply chain management and loss prevention [solutions](#), has integrated ThingMagic Astra readers with its line of retail products designed to improve inventory accuracy, reduce shrinkage and increase shopper loyalty.

With a focus on ease-of-use, Astra-EX reader includes a newly designed Web interface, delivering an improved out-of-the-box experience for solution developers and end users. Astra-EX also supports the ThingMagic Universal Reader Assistant, a utility used to initialize readers and perform common tasks such as selecting application specific performance settings.

Pricing and Availability

The list price of the Astra-EX reader is \$995 for the PoE model and \$1,095 for the Wi-Fi model. The readers are expected to be generally available by the end of September, 2012. For more information, please contact ThingMagic sales at: sales@thingmagic.com or call +1-866-833-4069 (U.S.) or +1 617-499-4090 (international).

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.

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