



FALKEN Secure Networks Inc. (FSN) has introduced a new paradigm to the RFID industry with its generic software platform **RFID-Simplicity™** to simplify System Integration, drive custom development costs out of system acquisition and provide user flexibility with no coding required.

Despite all progress made during recent years in RFID technology and cost reduction, RFID implementation projects can remain complex, tedious and involve a significant risk level. The main reason for RFID project failures and complexity does not lay on the hardware side, but rather on the software side. Actually, 80% of a typical



Generic RFID
Software Platform for
Any Application

One Platform
Any Application
Any RFID technology

Powered by




The Simplicity of One

- Presence can be positively verified at any chosen frequency
- Multi-Tag Support - Passive and Active RFID
- Real-time location, tracking and audit
- Reduces security personnel costs
- Prevents theft
- Suitable for all types of artwork and valuable equipment
- Operation and effective both indoors and outdoors
- Improves monitoring and control
- Single system infrastructure for all security applications
- Scalable system that does not interfere with existing equipment and communication systems
- API's for multi-system integration
- Integration with entry control, video surveillance, various sensors, Personnel ID Badges, GPS, GPRS, WIFI

RFID project overall cost is being spent on development and deployment of specific software. Custom-made solutions are also hard to maintain over the years from both economic and support points of view as the entire maintenance cost is borne by each single customer; consequently they tend to become rapidly obsolete.

Hardware Vendor software packages are always limited to their own hardware, while the success of all RFID projects starts with the freedom to select for each project the most suited hardware. FALKEN Secure Networks takes a vendor-neutral approach for RFID Hardware selection which provides customers the assurance that all possible technology choice is available and reviewed for optimum Best-In-Class selection.

RFID-Simplicity™ closes this major gap. Being an end-to-end software package and at the same time open to any RFID hardware, **RFID-Simplicity™** reduces significantly the total cost of RFID project implementations, without compromising on RFID hardware selection.


RFID-Simplicity™ offers a wide range of dedicated Application Packages for various vertical markets. In order to customize the application to the specific project requirements, each **RFID-Simplicity™** Application Package, includes a powerful parameterization tool, enabling the implementation of RFID projects in a very short time (days to weeks), while completely eliminating the risk inherent with specific development and System Integration projects.

With a simple parameter-driven approach, and support for all of today's leading RFID hardware technologies, FSN's open architecture, evolutionary and scalable generic RFID tag and reader platform, is the solution of choice for leading enterprise customers and System Integrators for a wide range of applications and industries. Founded by

seasoned professionals in IT and Telecom deployment, user interface design and global business development, FSN has built strong alliances with all leading RFID tag and reader manufacturers, system integrators, chipset designers and distributors. FSN's domain expertise and breadth of RFID applications across all industries is unsurpassed.

RFID-SImplicity™ combines, for each vertical market, a robust Core and powerful business rules engine with an associated dedicated Application Package.

The **RFID-SImplicity™** Core provides services such as communicating with the RFID hardware, database management, 3rd party integration, user permission and more and shared by all FSN Applications for a robust performing infrastructure. The core is highly scalable. It allows gradual implementation from a small partial project and up to large multi-site installations,, thereby avoiding the risk implicitly involved in big- bang operations. The **RFID-SImplicity™** Core is an open system with exhaustive APIs to facilitate its integration within other systems in the organization like ERPs, Access control, RFID-enabled Personnel ID Badges, Video surveillance, etc. Sharing the robust Core, dedicated Application Packages were developed, to serve the needs of different vertical markets. In order to meet the functional and environmental requirement FSN Application Packages are developed separately for each vertical market. Expert product designers work together with industry experts to de- fine all the functionalities that must be included in order to cover all the expectations from an RFID system in each domain. The system is then further customized to meet the end user specific needs by parameter settings only: defining the site map, working hours, access permissions, the rules that will be applied to the RFID monitored assets or persons., the system reactions, etc. **The following dedicated Applications Packages are already available for use:**

| | | | | |
|--------------|---|---|-------------------------------|---|
| APPLICATIONS | HEALTHCARE-ASSET & PATIENT TRACKING | MUSEUMS & GALLERIES | ASSET TRACKING | LOGISTICS-YARD & FLEET MGMT. |
| | DOCUMENT TRACKING | POLICE PROPERTY & EVIDENCE TRACKING | CONSTRUCTION LAY-DOWN YARDS | LIBRARIES |
| | GUARD TOUR | PRISONS | CONTAINER TERMINALS | RAILWAY LOCOMOTIVE & WAGON TRACKING |
| | COLD CHAIN-SECURITY, LOCATION and TEMPERATURE TRACKING | MANUFACTURING WORK-IN-PROCESS (WIP) | VEHICLE TRACKING | PERIMETER PROTECTION |
| | WIRELESS SENSOR NETWORKS | PARKING -Large Car Lots -Outdoor, Multi-Story | IT and MOBILE ASSET TRACKING | APPAREL Mfg & Retail LINEN & UNIFORM LAUNDRY |
| | WASTE MANAGEMENT | RETURNABLE CONTAINERS & PALLETS | STUDENT & SCHOOL BUS TRACKING | PRECAST CONCRETE |
| | <div> <div>CORE AND WIZARD-ENABLED BUSINESS RULES ENGINE</div> <div>RFID-SImplicity™</div> <div>  <p>Powered by VIZBEE</p> </div> </div> | | | |
| | HARDWARE | API | RELAYS | DATABASE |

WHY RFID?

- ERP systems provide detail on what **has** happened
- Planning systems can only tell you what **should** happen
- Reporting systems summarize what **did** happen
- RFID Visibility systems tell you what **is** happening

Priority to the Graphical User Interface Domains

RFID-Simplicity™ recognizes the primordial importance of Functional and Graphical User Interface simplicity and user friendliness for the success of projects. Benchmarks and test groups are run on each interface design to validate that it is intuitive enough, so that a non-educated operator can use the system after less than 30 minutes of training.

Select the best suited RFID hardware for each project

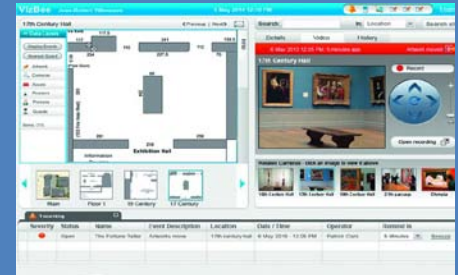
The selection of the best suited RFID technology is critical to the project ultimate success of any RFID project. Issues like the technology, radio frequency, radio system infrastructure, the lifetime, the physical size of the tags, maintenance requirements etc., must be carefully taken into consideration in selecting the hardware that will be used for each project. Even within the same vertical market no single RFID hardware or vendor is the best choice for all the RFID projects.

With the **RFID-Simplicity™** platform, the system integrator can freely select for each project the RFID hardware or even combine different hardware in the same project in order to optimize, both technically and economically, the performance of the system. This enables the consultative methodology and approach used by FALKEN Secure Networks and assures customers of the Best-In-Class selection of system components, not just pushing one vendor's hardware.

Powerful Business Rules Engine

All **RFID-Simplicity™** Applications include an advanced and intuitive Wizard-assisted Business Rules Engine enabling the seamless programming of business/security rules for every tracked item, whether it is an asset or a person. Complex rules can be programmed easily assisted by the **RFID-Simplicity™** Rules Wizard. Each rule includes the definition of the system reaction to its violation, including: Display of the alert on the map, Audio alarm, SMS, emails, opening or closing contacts, focusing a PTZ Camera on the Alert location and commencing recording, or sending commands to third party systems. Multiple condition actions and alerts can easily be added and modified as required.

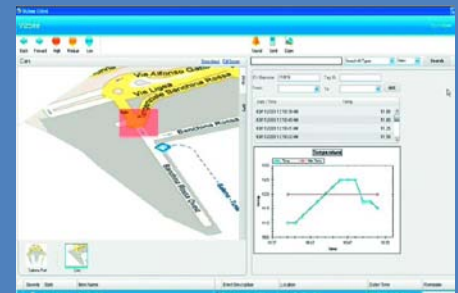
Examples of RFID-Simplicity™ Graphical User interface in different domains



MUSEUMS AND GALLERIES APPLICATION INTERFACE



LOGISTICS-REAL-TIME QUAY MGMT.



TEMPERATURE MONITORING DURING TRANSPORT



AUTOMATICALLY VERIFY MATCH OF BABY AND MOTHER

Example of Implementing a Complex Rule:

1. The expensive equipment must always remain in the Laboratory area
2. This equipment is not allowed to move during night hours 8PM to 6AM
3. Unless an Authorized Research Staff Member is present.

The system works on standard PCs. Each processor can handle up to 200 RFID events/sec). The numbers of processors and servers are not limited. Web Operator Clients are available. For each dedicated application, specific functions are supported on PDAs.

RFID-SImplicity™ can be used either as the front end and even display information received from other systems. Alternatively *RFID-SImplicity™* can be used as a service to other systems for real-time location, rule engine, settings etc, while using the other system's user interface.

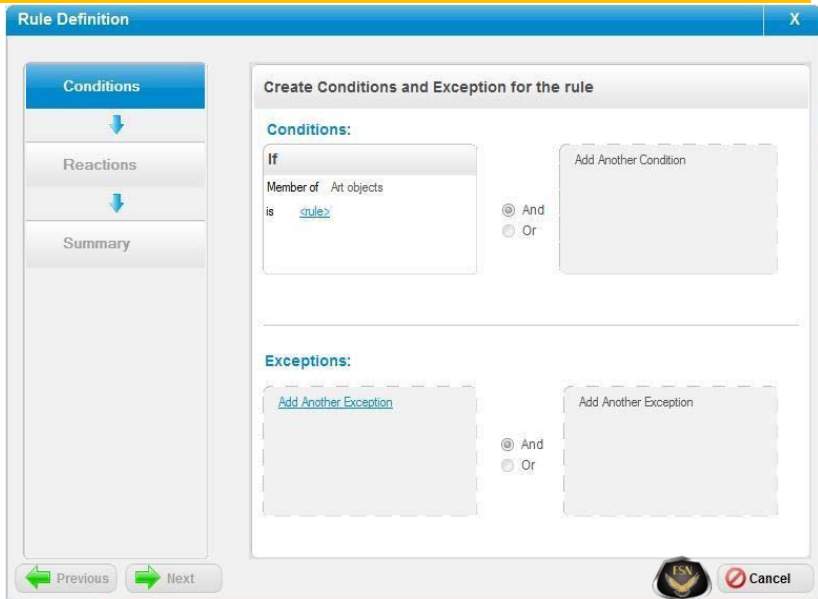
Evolutionary and Scalable

Single site small *RFID-SImplicity™* projects can grow gradually into multi-site and multi applications projects with hundreds of receivers and tens of thousands of tags, just by adding tags, receivers, and software licenses at each stage.. New releases of *RFID-SImplicity™* Core and Application Packages are released every year. These upgrades include new functionalities, new hardware options and warrant that the system remains state of the art over the years. Upgrades are provided automatically to all customers on the current Maintenance and Support subscription.

A new approach to RFID projects – Just Implement

The solid core, powerful Business Rules Engine and its flexible application packages represents a fundamental change in the approach to RFID projects and sets new standards to the RFID industry. *RFID-SImplicity™* from FSN dramatically reduces the level of risk and costs involved in RFID implementation projects, by giving an end-to- end solution for various vertical markets.

All that is needed now for a successful RFID project is to select the most suited hardware and implement the project in days or weeks by parameter settings only !!



RFID-Simplicity™

Reduces Risk and Enables RFID system deployment in days instead of weeks or months

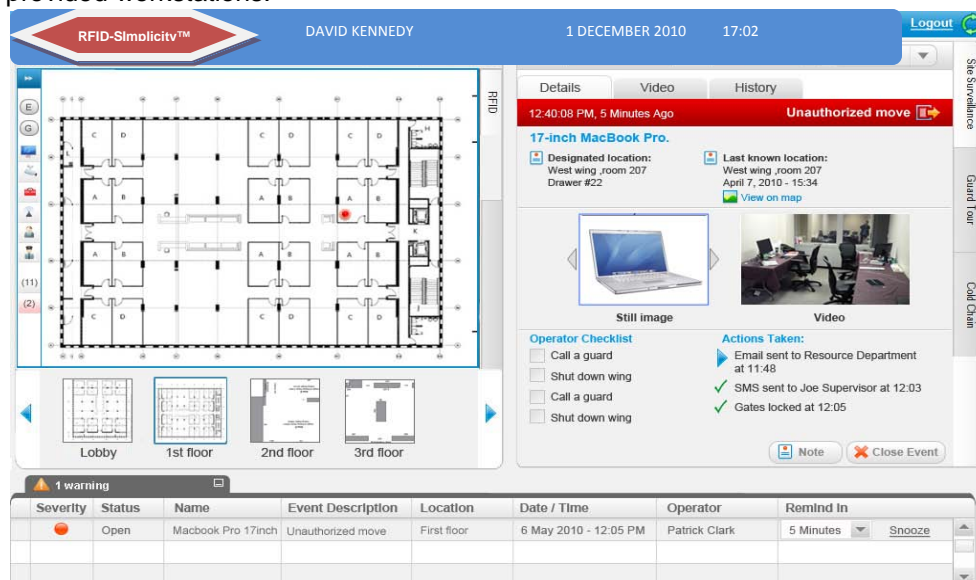
The RFID-Simplicity™ parameter-driven platform from FSN enables quick and easy implementation of RFID projects –for any sized application.

The FSN generic platform is a comprehensive, fully integrated solution to drive cost out of RFID system acquisition while offering flexibility and ease-of-use. It enables a total solution include all RFID software and hardware, such as Tags, Sensors, Fixed and Handheld readers, Antennas, GPS and GPRS communications as well as world class Enterprise 802.11n WLAN as required. It can monitor in real-time thousands of tags (people or assets) their presence, location, as well as other parameters, such as movement, tampering, verticality(tilt), temperature, humidity and more.

- Single, unified interface for multiple applications
- Supports all RFID technologies in a unified, single system
- Parameter-driven customization, no coding required
- Evolves with system needs , *Powered by Vizbee™*
- Open, flexible architecture and APIs for multi-system integration
- Easy to use SDK allows System Integrator or client modifications and is .NET compatible. Full mobility integration with GPS/GPRS/GSM and 802.11n WIFI. Seamless integration with video, alert and access control systems

Single, unified platform for maximum visibility and low cost of ownership

The **RFID-Simplicity™** generic RFID platform was designed with the user in mind. The intuitive multi-lingual human Interface is map-driven and the software and user interface delivers an intuitive, comprehensive visual overview of system status. Most actions are performed from the main screen with one button click. The system includes Administrator, Operator and Service Web access for customer provided workstations.



| Severity | Status | Name | Event Description | Location | Date / Time | Operator | Remind In |
|----------|--------------------|-------------------|-------------------|-----------------------|---------------|-----------|-----------|
| Open | Macbook Pro 17inch | Unauthorized move | First floor | 6 May 2010 - 12:05 PM | Patrick Clark | 5 Minutes | Snooze |

A SCREEN SHOT OF THE IT ASSET TRACKING APPLICATION



FALKEN
Secure Networks

))))))))) **RFID**

FSN_Brochure_1053_RFID Generic Platform RFID-Simplicity



Contact Us

RFID-Simplicity™

FALKEN Secure Networks (FSN) is the leading System Integrator and Consulting Solution Architect for advanced Active/Passive Unified RFID systems that leverage Best-In-Class standards-based hardware technologies integrated with its **RFID-Simplicity™** generic software platform. FSN integrates RF technologies for asset visibility, using industry standard RFID, 802.11n Wireless LANs and Real-Time Location Systems (RTLS) for cost-effective design, technology selection and turn-key project implementation in complex and challenging environments for enterprises globally. The breadth of FSN's domain expertise and applications solutions portfolio across all industries is unsurpassed. FSN is vendor-neutral regarding RFID hardware yet has all RFID hardware available, thereby assuring clients that all possible solutions have been reviewed and selected to be Best-In-Class for each application and not just pushing one vendor's hardware.

Global FSN Headquarters

at **905-880-4044 (CANADA)** or

sales@falkensecurenetworks.com



VIZBEE RFID PLATFORM



Positek RFID



Motorola



ASKA

ul. Wędkarska 2A/B1, 04-869 Warszawa

tel. 22 4985908/9, fax 22 6177020

e-mail: ask@aska.com.pl

www.kodykreskowe.com

www.falkensecurenetworks.com

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