

Evidencia's Log-ic Thermassure Pilot wins RFID World 2007 Excellence Award

An industry first in North America!

Dallas, TX March 26, 2007. A pilot conducted by Evidencia LLP using Information Mediary Corp's Log-ic Temperature Logger received the 2007 "Excellence in RFID Pilot Award" At the 5th Annual RFID World Conference's RFID for Business Excellent Award Event today. This award recognizes the Log-ic team as playing a leading role in an RFID pilot significantly advancing the RFID industry.

The **RFID Excellence in Business Awards** showcase *achievement, innovation, and unique applications that illustrate the power and functionality of RFID* -- to the worldwide community of users, press/analysts and vendors. The awards were presented today at **RFID World 2007**, the industry's premier exhibition, conference and networking showcase in Dallas, Texas.

"It's fitting that a product which taglined with "Revolutionize your Cold Chain" is being presented with such a distinguished award by a team of industry heavyweights going under the moniker RFID Revolution", states Michael Petersen, Chief Operating Officer of Canadian smart packaging and RFID experts Information Mediary Corporation. "We are extremely proud to be recognized by the industry as a leader in the field of RFID technologies once again. Congratulations to Alex Salomon at Evidencia LLP, our valued marketing partner, who did a first-rate job to implement our technology in just the way it was meant to be done."

About the 2007 RFID Business Excellence Awards

The vision for the 2007 RFID Business Excellence Awards was implemented by an impressive steering committee consisting of senior RFID industry insiders Bill Allen (CMP Technology), Bob Berg (DHL Global RFID), Craig Casto (Dow Chemical), Steve Dean (Franwell), John DiPalo (Acsis Inc.), Daniel Engels (University of Texas), Mike Liard (ABI Research RFID Practice), Chris Lyons (RFID Product News), Michael McCartney (QLM Consulting), and Salli Pradhan (Hewlett-Packard RFID),

The award submissions were judged by an industry expert panel consisting of Wolf Bielas (RSI ID Technologies), Kevin Brown (Daisy Brands), Tali Freed (California Polytech), Paul Freedman, (Best Buy), Steve Georgevitch (Boeing Integrated Defense Systems), Ann Grackin (Chainlink Research), Ed Hess (Integrated Solutions Magazine), Sue Hutchinson (EPCglobal USA), Chris RFID Lyons (RFID Product News Magazine), Jim McMasters (Tandy Brands), Dan Mullen (AIM Global and Chairman US Technical Advisory Group for ISO/IEC SC31), Andy Price (IATA), Reik Read (Baird's Supply Chain Technology and RFID), Andy Schmidt (Sun-Maid Growers), Will Smiths (RFID Update), Peter Spellman (SupplyScape Corporation), and Mary-Ann Wagner (XIO Strategies).

About Log-ic RFID Temperature Loggers

Log-ic Class 3 RFID Temperature Loggers facilitate immediate information gathering about shipments or warehoused goods with a simple swipe of a standard CertiScan RFID wireless reader. An upcoming CertiScan web support function will make such data available instantly for review and action from

anywhere in the world. Throughout the past year, Log-ic Thermassure RF Loggers have been tested extensively in early adopter trials for transoceanic monitoring with industry leaders such as Sanofi, La Croix Rouge (French Red Cross), Pandol Brothers, Capespan, The University of Florida, Rio Blanco and many others. Log-ic Thermassure RF Loggers are light (only 6 g, 5 cm square small, and 3 mm thin) RFID sensor tags capable of maintaining a 4000 point temperature log in its onboard memory. It is offered in calibration ranges from ± 0.2 to ± 1 Centigrade, both as single-trip disposable as well as re-usable versions. Log-ic Thermassure RF Loggers can be programmed and their data collected via the CertiScan wireless 13.56 MHz RFID solution. *"Log-ic Thermassure RF Loggers are the only qualified RFID temperature loggers eligible for airfreight under FAA rules"* states Dr. Jean-Pierre Emond, Director of the Center for Food Distribution and Retailing at the University of Florida.

A handheld data collection device with up to a 400 meter range from any assigned base station is available to select customers. Log-ic Thermassure RF Loggers and CertiScan RFID reader systems are available for commercial orders now.

About Evidencia LLP

Evidencia is the leading provider of semi-active RFID temperature sensing and tracking solutions as well as a specialist in more traditional data logging equipment. Established in 2002, Evidencia supplies traceability solutions to perishable, food and life science industries worldwide.

Focusing on protecting the value of your warehoused or in-transit goods and by integrating unique and ground-breaking semi-active RFID technology in its product portfolio, Evidencia presents a wide array of environmental monitoring devices, such as temperature, humidity, shock, acceleration recorders and temperature labels. Our multi-talented and multilingual team is here to help you protect the value and integrity of your perishable and fragile property worldwide. (ThermAssureRF is a Trademark of Evidencia LLP.)

About Information Mediary Corporation (IMC)

[Information Mediary Corporation](#)'s team of smart packaging experts have developed a variety of RFID sensors and IAP™ (Intelligent Active Packaging) products, such as the [Med-ic®](#) Digital Package, [Log-ic®](#) Temperature Trackers, Log-ic® ECM® (Electronic Content Monitors), and the secure CertiScan® 13.56 MHz RFID data exchange solution.

Contacts

Evidencia LLP.

Alex Salomon
Phone: +1 (901) 529-9163
Fax: +1 (901) 529-9197
505 Tennessee Street, Suite 502
Memphis, TN
38103, USA

Information Mediary Corporation

Joanne Watters or Michael Petersen
+1 (613) 745-8400
+1 (613) 745-8464
2150 Thurston Drive, Suite 101
Ottawa, ON
K1G 5T9, Canada