



## **SMARTCODE® CORP. provides the First EPC RFID Tag For Tire Auto Identification - Company Will Assist to Enhance Tire Recalls Safety.**

*The new product line will offer a low cost, high performance solution for Tire manufacturers and Car manufacturers with a cost effective solution to comply with the US TREAD law (Transportation, Recall, Enhancement, Accountability and Documentation).*

New York, NY ([PRWEB](#)) October 11, 2004 -- SMARTCODE® CORP., the world leader in low cost, high performance EPC RFID tags and readers, announced today it's new line of low cost EPC RFID solutions for the Tire industry. The new EPC RFID tags will ensure the Tires are not counterfeit, and will maintain a real time status and location on each and every Tire from manufacturer, distributor and retailer until its final destination, the authorized and verified purchase by consumers. EPC RFID will assist Tire manufacturers and car manufacturers to comply with the TREAD (Transportation, Recall, Enhancement, Accountability and Documentation) Act.

It is estimated that in the United States alone, more than 320 Millions new Tires are sold each year. The US Congress passed the TREAD (Transportation, Recall, Enhancement, Accountability and Documentation) Act in the wake of the Firestone/Ford Explorer debacle. The act mandates that car makers closely track tires from the 2004 model year on, so they can be recalled if there's a problem.

Placed on the inside of the vehicle's tires, the EPC RFID tag identifies the tires that are associated with a specific vehicle. Each tag contains a unique coding structure or DOT (Department of Transportation) number, which includes the manufacturing plant, tire size, the unique components of the tire and the week and year the tire was manufactured.

“We are very happy to support the Automotive Industry Action Group (AIAG) efforts in ensuring the US tire safety by adopting the EPC RFID standard for Tire identification.” Said Avi Ofer, SmartCode® Corp. President, “SmartCode® Corp., as the industry leader in the low cost, high performance EPC RFID is delighted to be one of the first companies worldwide to accelerate the usage of EPC RFID as the de facto Tire Identification and to provide the essential building blocks for the prevention of this life-and-death issue.”

Founded in 1982, AIAG is headquartered in the metro Detroit area. Its more than 1,600 member companies include North American, European and Asia-Pacific OEMs and suppliers to the automotive industry with combined annual sales of more than \$850 billion. A not-for-profit association, AIAG's primary goals are to reduce cost and complexity within the automotive supply chain and to improve speed to market, product quality, employee health-and-safety and the environment.

The usage of low cost EPC RFID has many advantages over the ineffective bar code system. EPC RFID uses radio frequency to communicate and therefore, cannot be easily counterfeited like barcode labels and do not require a direct "line of sight". In addition, the information contained in the Tire database can also be updated in real time, without the need to scan the barcode label each time. This means, for example, that all Tire shipments will be recorded at once, as opposed with the manual, labor intensive scanning of the barcode labels in each and every one of the millions of Tires purchased each year.

Until today, the prices of RFID tags of an average of 50 cents, have created a cost barrier for companies



worldwide to adopt the RFID solution as the replacement of the inefficient barcode technology. With SmartCode Corp.'s exclusive patented manufacturing technology, SmartCode Corp. can manufacture these RFID tags at a price level of 5-10 cents, in large volumes.

#### About SMARTCODE CORP.

SmartCode Corp. is a leading RFID developer that has developed a revolutionary, patented, and cost effective RFID manufacturing technology. Our Patented technologies enable us to intelligently replace the current inefficient Barcode technology. Our patented technologies enables us to manufacture a very large number of RFID tags at a fraction of the cost of today's traditional RFID. SmartCode Corp. introduces a cost-effective approach to dramatically reducing our clients Total Cost of Operation (TCO) and increasing their Return On Investment (ROI).

SmartCode Corp. enables companies to receive 100% real time visibility of their products across their entire supply chain. SmartCode Corp. is headquartered in New York, NY with offices in London, Silicon Valley, London, Hong Kong and a R&D Center in Tel-Aviv, Israel.

Learn more about SmartCode Corp. at [www.smartcodecorp.com](http://www.smartcodecorp.com)

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#### Forward looking statements

Statements in this press release that are not historical facts, including those statements that refer to The SmartCode Corp.'s plans, prospects, expectations, strategies, intentions, hopes and beliefs, are forward-looking statements. These forward-looking statements are based on information available to SmartCode Corp. today, and SmartCode Corp. assumes no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual results to differ materially from the forward-looking statements, including, without limitation, market acceptance of our technologies, the competitive nature of our market, SmartCode Corp. ability to retain and increase revenue from existing clients and to execute agreements with new clients, and SmartCode Corp.'s ability to attract and retain qualified personnel.

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**Contact Information**

**Media Relations**

SmartCode Corp.

<http://www.smartcodecorp.com>

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