



**May 1, 2006**  
**For immediate release**

**American RFID Solutions announces the release of the RFShark Multi-Meter, the industry's first, breakthrough, hand held test instrument**

American RFID Solutions, LLC (ARS), the leading provider of RFID training, test and measurement instruments and professional services, announced today the release of the RF Shark Multi-Meter. This breakthrough test instrument measures and evaluates read zone performance for all EPC RFID infrastructures. It is purpose built for the RFID champion who is responsible for designing, installing, and trouble shooting the air interface for a RFID read zone.

The integrated analysis software provides insight into tag visibility via 3D plots of the radio coverage, histograms of read performance, geodetic plots of read rates and comprehensive statistics on operational performance. As a turnkey solution it also includes a wizard mode to simplify the process and make for easy go / no-go analytics on the air interface and tag readability.

The RF Shark is a full featured test instrument providing data collection and analysis for RFID application and system design. This portable, handheld instrument provides data capture and instantaneous reporting to visualize the RF field or read zone generated by the connected OEM interrogator. "We are pleased to provide the RFID industry with the first RFID specific test instrument for assessing a portal and systematically characterizing read zone performance" said Harold Clampitt, founder and CEO of American RFID Solutions. The RF Shark determines if the read zone provides adequate coverage to ensure that even the most difficult tag reads are made reliably.

The RF Shark produces real time data from an easy to use GUI. Comprehensive processing and analysis is made available via powerful post processing analytical tools. Supporting up to 9 tags under test (TUT) the RF Shark is the ideal tool for empirical evaluation of RFID read zones. The Shark supports actual tags that are deployed and, therefore, provides information that will be correlated to the actual performance of the system such as assess and optimize mechanical beam tilting, measure the effective antenna aperture, and understand tag performance on the products moving through the read zone in real time.

The Shark will perform parallel tag tracing to measure sensitivity to geometry of presentation or dwell time within the read zone. Use it to measure other tricks of the trade to ensure your RFID visibility is all it can be.

Visit our web site to see product videos on how the system works, review the on-line manuals and take a virtual tour via our automated internet eLearning Center. The RF Shark is a complete, easy to use tool that provides everything you need to turn yourself into a Subject Matter Expert for tag visibility in read zones.

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**About American RFID Solutions**

Based in Chicago, ARS is the leader in providing global RFID training. With training facilities in Chicago, Beijing, China and Penang, Malaysia, ARS is educating RFID subject matter experts around the world. ARS is the only training organization recognized and accredited by the International Supply Chain Education Alliance; the company also contributed to the RFID+ certification as a member of the CompTIA cornerstone committee. ARS' modular training is approved for continuing education units (CEU's) and leading universities have adopted its RFID Certification textbook.

ARS has trained thousands of people in RFID to date, including representatives from Fortune 500 firms, RFID OEM's and end users from prestigious organizations such as Accenture and Zebra. More information is available at [www.americanRFIDSolutions.com](http://www.americanRFIDSolutions.com).

