

DEI Introduces The First RFID Badge For Lead Retrieval Automation, Delivering Unparalleled ROI to The Tradeshow Industry.

CHICAGO, Dec. 14 -- Expanding the scope and flexibility of the Tradeshow industry with radio frequency identification (RFID) solutions, Dietze Enterprises Incorporated, the only company that is able to offer its client's a full range of state-of-the-art lead retrieval technologies including 1D and 2D bar codes, magnetic stripe, smart cards, RFID tags, electrical desktop terminals and battery operated hand held readers, announced the general availability of its RFBadge (TM), the tradeshow industry's first scalable, RFID badge solution.

An integrated RF data management solution that utilizes advanced RFID technology to facilitate the collection of attendee lead information through radio waves, without requiring the full line of sight needed with alternative methods. The RFBadge (TM) delivers significant and measurable ROI to customers by eliminating the prohibitive cost barriers previously associated with lead retrieval equipment.

Already proven through successful client implementations, each RFBadge (TM) contains an antenna or coil, a transceiver (with decoder) and a transponder (RF chip/tag) electronically programmed with unique attendee information and communicates using radio waves. RFBadge (TM) can contain all the data, text and graphics used in traditional name badge applications.

"The beauty of RFBadge (TM) is that, unlike bar codes or magnetic stripe cards, it doesn't require line-of-sight or need to be swiped manually." said Vaughn Dietze, Owner and CEO of Dietze Enterprises.

RFBadge (TM) employs data automation technology to seamlessly capture filtered information, removing the cumbersome process of standard readers. RFBadge (TM) introduces new authentication capabilities that will provide value-added partners, such as system and application integrators, the flexibility to build a host of data capture and authentication functionality options into their lead retrieval systems.

Markets for the RFBadge (TM) is comprised of more than 23,000 national and 64,000 state, local and regional tradeshow associations in the United States representing every industry, profession, cause and interest. "Our customers tell us they want a lead retrieval system with a variety of options for both core and complex data capture where they have the flexibility to build in the level of functionality and data management they need." explains Vaughn Dietze, "We are excited to be in a position to lead the industry with the only RFID lead retrieval solution that allows our clients to reduce costs and drive revenues through invaluable lead retrieval automation".

For investor relations or more information on the RFBadge (TM) system, contact Dietze Enterprises at 800-266-9933 (North America), or visit the Web site at <http://www.dietze-inc.com>

About Dietze Enterprises Incorporated

Headquartered in Chicago, Illinois, Dietze Enterprises, Inc. has been providing advanced exhibitor lead retrieval and session tracking technology and services to exhibitors and tradeshow managers since 1989. As the first "lead retrieval services" company to enter the tradeshow market, Dietze has a strong tradition of offering affordable and technologically advanced lead collection systems that provide the flexibility tradeshow managers and exhibitors need for accurate, effective and efficient registration, session tracking and lead retrieval, regardless of the nature of the event.

Trademarks

RFBadge (TM) is a patent pending trademark of Dietze Enterprises, Inc.