



## **Dietze Enterprises Inc. Nominated For Best Use of RFID to Enhance a Product or Service at RFID Journal LIVE! 2007**

*Dietze Enterprises Inc., was named nominee in the for Best Use of RFID to Enhance a Product or Service category for its trademarked product RFBADGE(TM). RFBADGE(TM) is a turnkey system that utilizes advanced RFID technology to facilitate the collection of attendee lead information through radio waves, without requiring a full line of sight.*

Chicago (PRWeb) February 6, 2007 -- Dietze Enterprises Inc., the leader in advanced exhibitor lead retrieval and session tracking technology to exhibitors and tradeshow managers, announced their nomination for Best Use of RFID to Enhance a Product or Service. Dietze Enterprises Inc., was named nominee in this category for its trademarked product RFBADGE(TM). RFBADGE(TM) is a turnkey system that utilizes advanced RFID technology to facilitate the collection of attendee lead information through radio waves, without requiring a full line of sight. The award recipients will be announced at RFID Journal LIVE 2007, the world's largest RFID conference and exhibition, to be held April 30 to May 2, in Orlando, Florida.

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, efficient registration, session tracking and lead retrieval. Dietze mobile data capture terminals read 1D barcodes, 2D barcodes, and Radio Frequency Identification (RFID) badges and cards.

Vaughn Dietze, President and CEO, comments, "Our RFBADGE(TM) system offers a unique opportunity to put RFID technology directly into the hands of thousands of potential end-users having them experience, first-hand, its convenience, flexibility, and security." (<http://www.dietze-inc.com/>)

Since 1989, Dietze Enterprises, Inc. has been providing advanced exhibitor lead retrieval session tracking technology and services to exhibitors and tradeshow managers across the USA and abroad.

"This nomination is recognition for all the hard work our team has put in to delivering a more effective service for exhibitors, leading to a better return on investment", remarked Karl Ludwig, Director of Technology for Dietze Enterprises, Inc.

"We are looking forward to surpassing our streamlined process-oriented objectives for the RFBADGE™ system in 2007. Our clients can expect more technical innovation, and optimized mobile data capture, resulting in enhanced end-user experience."

### About the Awards

The RFID Journal Awards, <http://www.rfidjournalevents.com/live2007> were established to recognize companies that distinguish themselves by their successful use of radio frequency identification (RFID). The RFID Journal Awards acknowledge the exceptional work of technology companies and their commitment to the deliver of innovative solutions and value to customers. The award for Best Use of RFID to Enhance a Product or Service, will be given to the company that has used RFID technology to enhance an existing product or service. The



winner will be the company that demonstrates that it is using RFID to provide additional value to its customers. The winners will be announced at RFID Journal LIVE! 2007, the 5th annual conference and exhibition being held April 30 to May 2 in Orlando, Florida.

About Dietze Enterprises Inc. (<http://www.dietze-inc.com/>)

Established in 1989, Dietze Enterprises, Inc. has been providing advanced exhibitor lead retrieval session tracking technology and services to exhibitors and tradeshow managers. The Dietze mission is to help trade show organizers and exhibitors get the most out of session tracking and lead retrieval systems before, during and after trade shows. An 18-year track record of success in forging a leadership position in tradeshow lead retrieval, has relied upon a belief in the Dietze mission, helping to build an enviable reputation for customer service. For more information, please contact Dietze Enterprises Inc.; toll free 800-266-9933, direct 312-329-9073

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