

Maidenform Chooses Cybra's EdgeMagic Solution For RFID Tagging

CYBRA Corporation announced that Maidenform Brands has selected CYBRA as the solution provider for Maidenform's RFID item-level EPC tagging initiative.

The CYBRA solution, based on EdgeMagic, will encode and validate RFID-tagged items. EdgeMagic can be easily adapted to meet other future RFID EPC requirements.

According to Sheila White, VP, US Distribution at Maidenform Brands, "After an extensive vetting process, CYBRA was selected for EdgeMagic's superior print performance and CYBRA's extensive experience with RFID and intimate apparel. The EdgeMagic solution will also enable Maidenform to address a wide range of auto-id printing and encoding needs including fabric care labels, carton labels, and other documents in addition to the item-level RFID tags.

Says Harold Brand, CYBRA CEO, "CYBRA is proud to have been chosen by Maidenform to be its provider for RFID and other global Auto-ID needs. Maidenform is a world leader in intimate apparel whose brands are among the most recognized in the world. Maidenform's selection of CYBRA as a solution provider is an important endorsement of CYBRA's RFID solution set, expertise and deep knowledge of the apparel marketplace. EdgeMagic is helping many of our hundreds of apparel customers meet RFID tagging requirements from retailers such as JC Penney, Walmart, Dillard's and others." Brand adds: "Our EdgeMagic software will also enable any Maidenform application to print GS1 carton labels, fabric care labels, price tickets, electronic forms, plastic ID cards and dozens of other mission-critical database-published documents with little or no programming."

The Maidenform item-level RFID tagging and validation solution will be deployed across multiple packing stations driven by a central server running CYBRA's EdgeMagic RFID software. CYBRA will further supply all RFID hardware including readers and antennas from Alien Technology, RFID printers from Zebra Technologies, bar code and RFID scanners from Motorola and bar code scanners from Honeywell. Besides the software and hardware, CYBRA will deliver a full turnkey system, including site survey and tag testing, installation, configuration, system testing and training.

About CYBRA Corporation

CYBRA Corporation is a leader in bar code and RFID technology for IBM Power Systems and other major computing platforms. An IBM Business Partner and Motorola/Symbol Partner, CYBRA is represented by a network of value added resellers throughout the United States and is represented internationally by sales and support offices.

MarkMagic Bar Code Labels, RFID Tags and Forms Software is used by thousands of

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customers worldwide, and has been selected as the bar code print engine of such leading software developers as Manhattan Associates, Infor and VAI. MarkMagic helps customers easily integrate barcode, RFID technology and electronic forms into their business systems. CYBRA's latest product, EdgeMagic, is an integrated RFID control solution. EdgeMagic helps customers build any type of RFID system, from complying with the full range of RFID mandates to closed loop asset management RFID applications. CYBRA software solutions run on all major computing platforms including IBM Power Systems (System i, iSeries, AS/400, AIX) as well as Linux, Unix, and Microsoft Windows. CYBRA's web site is located at www.cybra.com [1].

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[1] <http://www.cybra.com>