

TRUBIQUITY'S NEW RFID SOLUTION SPEEDS WORKFLOWS IN THE RETAIL INDUSTRY

ROCHESTER HILLS, Mich. – August 06, 2009. Trubiquity, a leading international provider of global managed data exchange (MDE) and business process integration solutions for companies across many industries, has released a new RFID module for its TRUedx retail industry EDI portal. The TRUedx RFID module addresses the needs of supply chain packaging and shipping management transparency and workflow optimization in retail logistics.

TRUedx RFID was developed in close collaboration with leading retailers and expands the range of Trubiquity's solution line TRUedx Retail for business data management and supply chain integration. The new module provides companies, of all sizes, with an easy and cost effective solution to meet the growing RFID demands in major retailing group supply chains.

Trubiquity offers solution start-up bundles that include the software module TRUedx RFID and an industry standard Toshiba RFID printer. These solution bundles can be implemented very quickly in existing EDI workflows enabling suppliers to meet their trading partners RFID requirements.

The key TRUedx RFID capabilities include:

- Label printing – The bar code labels and RFID tags are printed out on a Toshiba RFID printer via an Ethernet interface. Furthermore the label printout can also be exported to PDF or HTML.
- Printing support – The module supports the printing of SSCC96 RFID tags, EAN 128 and Code39 bar code labels and also the printing of company logos, pictures and graphics on the labels.
- Automated scaling and alignment of labels related to the pre-selected label format.
- Provision of DIN A6 EAN128 labels including RFID tags



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“The release of TRUedx RFID solution demonstrates our EDI capabilities and experience across many industries. We developed this solution in collaboration with our major retailer customers and by drawing on more than 20 years of EDI industry experience. TRUedx RFID is a simple and low cost solution which will help our customers meet the requirements of their business partners for optimizing logistic methods and process chains.”, says Muhammad Khan, CTO Trubiquity.

About Trubiquity

Headquartered in Rochester Hills, Michigan, United States, with European offices in Germany and the United Kingdom and an International network of resellers, Trubiquity is a leading provider of managed data exchange (MDE) and business process integration solutions for manufacturing, finance, consumer goods and retail organizations. The company provides solutions that enable its customers to connect, move and share key business information with their global teams and valued partners. For additional information regarding Trubiquity, visit www.trubiquity.com.

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