

2009 North American RFID Sports Technology Leadership of the Year Award**IPICO Inc.**

The 2009 Frost & Sullivan Technology Leadership of the Year Award in the North American radio frequency identification (RFID) sports market is presented to IPICO Inc. for demonstrating technological superiority through its IP-X™ RFID Air-interface Protocol and patented Dual Frequency RFID Technology, catering to the sports market. Its unique technology provides superior performance and the ability to increase reliability and accuracy at a significantly reduced cost. Additionally, the company's well-executed marketing and sales strategies have helped the company emerge as a stronger player and widen its reach globally.

Company Overview

IPICO Inc., an RFID solutions provider, has successfully established its offices throughout the world in regions such as Canada, the United States, South Africa, Europe, Asia and Australia. The company offers smart labels, tags and readers based on the IP-X communication protocol in both UHF (Ultra High Frequency) and DF (Dual Frequency) bands. It has achieved global recognition because of its low cost, long read range, fast multi read anti collision, and high thru beam read speeds capability. The end-user benefits achieved revolve around cost reduction, productivity improvement, increasing need for quality of service, and decreasing time-to-market. IPICO Sports was launched in March 2007 through a distributorship agreement between the Mercury Sports Group of Peoria, Ill., and IPICO Inc. The IPICO Sports solutions enable electronic timekeeping for a range of active sports, wellness and recreational activities. These include sports timekeeping for running cycling, nordic and multi-sports activities ranging from small local scholastic and club activities to major mass participation events like marathons.

Technological Superiority with Dual Frequency and IP-X™ RFID Air-interface Protocol

IPICO Inc. has succeeded in the RFID sports market due to its unique technology, the IP-X™ RFID Air-interface Protocol and Dual Frequency Tags and Readers. These technologies were developed to overcome the limitations faced by conventional Reader-Talk-First (RTF) protocols and radio frequency spectrum limitations in the market. The technology's superiority lies in its ability to work even in harsh and challenging environmental conditions. The patented Dual Frequency technology used in Dual Frequency Readers eliminates signal loss and reader collision caused by lossy materials such as liquid and the IP-X protocol allows for the reading of a large number of tags at high speeds.

IPICO Inc.'s technology innovation has a strong customer focus, thereby ensuring that it provides effective means to reach the target customers. It focuses on evolving consumer technology needs by providing compatibility and functional interoperability. Moreover, the platform with superior technology and faster tracking speeds combined with reduced cost make it a solution in high demand.

Wide Range of Products

The application of RFID technology in the active sports and wellness markets is an emerging one. With increased opportunities, vendors are focusing on low-cost and high-quality products to meet the end-user demands. IPICO Inc.'s products, developed with a keen focus on customer needs and satisfaction, have given it an edge over competitive products in the market. The product suite includes products as mentioned below:

- The RFID Shoe Tag & Multisport Tag: Some of its salient features are high tag transmission rate (128 Kbits/sec), high tag read rate (up to 155 tags/sec), long read range (0.6 m), dual frequency, and robust anti-collision protocol.
- Elite Reader & Lite Reader: Some of its salient features are one ON/OFF switch, robust anti-collision protocol, battery management circuit, automatic antenna tuning, and real-time clock.
- Mat Antenna: Some of its salient features are robustness and water resistance, compliance with U.S., European, Australian, and RSA Spectrum allocations, and compatibility with all IPICO sports tags.

IPICO Inc.'s products are easy to use due to their light and compact weight, and achieve high accuracy due to the dual frequency technology over the traditional low-frequency timing systems. The high read range anti-collision mechanism helps in improving the performance level even for the most challenging applications. Additionally, the cost effective solution makes sports clubs, schools and other organizations prefer IPICO's products over other competitive products in the market.

Successful Deployments Leading to Credible Reference Sites

IPICO Inc. has developed a global presence, and is currently one of the most recognized providers of RFID tags and readers in the sports market. IPICO's Sports Timekeeping solution is used for numerous major events such as Sun-Herald City2Surf fun run in Sydney (the World's largest electronically timed running event with over 70,000 participants), Nike Women's Marathon (20,000 participants in the World's largest all womens marathon), the Gold Coast Marathon (22,000 athletes and the largest full marathon field in Australasia), Great South Run (11,000 participants in the UK's premier 10 mile road race, a NOVA International event), Bridge to Brisbane (40,000 participants and the largest event in Queensland), Perth City to Surf (40,000 participants and the largest event in Western Australia), Run For the Kids in Melbourne (30,000 participants and the largest event in Victoria), and the Auckland Marathon (13,000 participants and the largest event in New Zealand). In addition, it has been deployed by World Triathlon Corp. for the Ironman Series.

In April 2009, IPICO Sports customer Fundaventura provided timing services for the Maraton de Santiago, one of largest marathons in South America with 16,500 total participants. In the same year, IPICO Sports products were used by IPICO Sports' customer Corpore, one of the World's largest running clubs in Brazil, to time their signature event, the Sao Paulo Half Marathon with 15,000 runners. In May 2009, at the Great Edinburgh Run, Scotland, HS Sports, an IPICO Sports customer, provided timing services for 9,000 participants. In May 2009, Carrera de la Mujer Madrid, the largest all-women's electronically timed running event in Europe was the second event timed by new IPICO Sports customer CHRONOCHIP, the timer for the entire series.

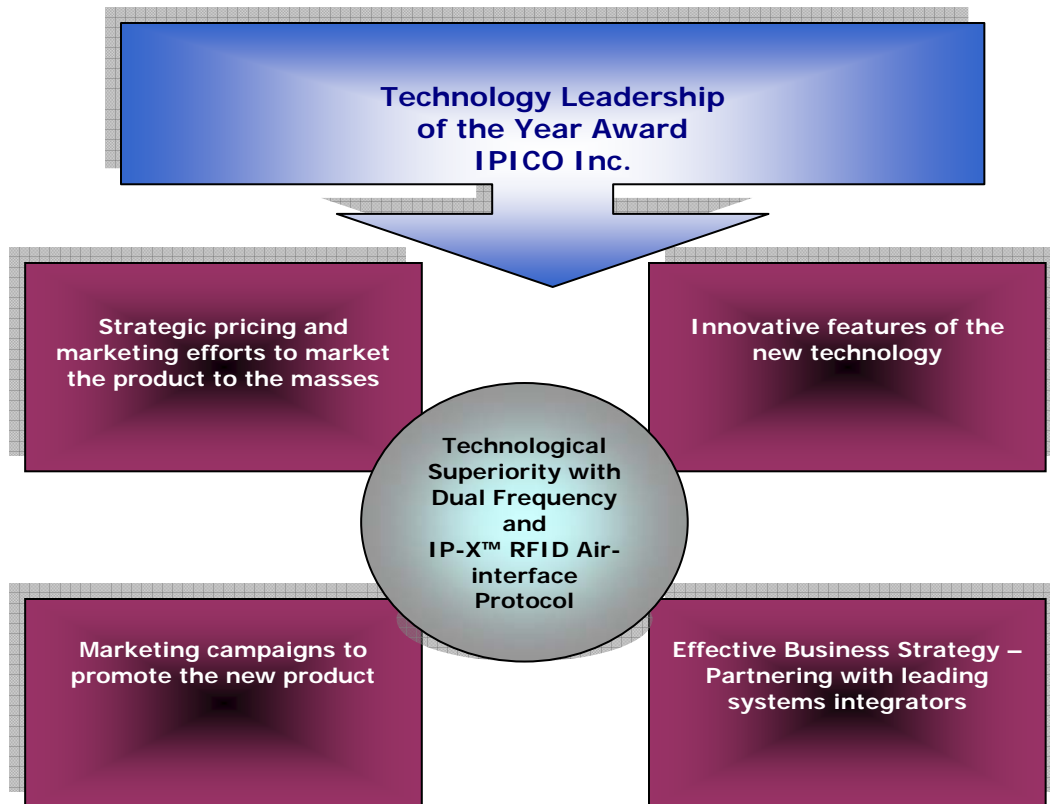
Increasing Brand Awareness through Proactive Participation in Sports Activities and Events

IPICO Inc. has participated in a number of activities. IPICO Sports has provided sponsorship and timing service support for the US National Cross Country Championships and the 2009 American Birkebeiner, North America's largest Nordic Skiing event with 7,500 participants. IPICO Sports served as a sponsor for the 2009 RunningUSA Industry Conference and additionally renewed its sponsorship of the RRCA as the 'Official Timing Equipment of the RRCA'. Other major events include Run for the Kids, Marathon de Santiago, Sao Paulo Half Marathon, Wildflower Triathlon Festival (largest triathlon in the US), Great Edinburgh Run, and Carrera de la Mujer.

Moreover, its unwavering commitment toward achieving highest customer satisfaction has helped the company win other major projects that include Bay to Breakers, one of the World's largest and oldest urban running events, BUPA London 10K with 10,000 participants, and BolderBoulder 10K, Colorado timing some 50,000 participants.

Chart 1.1 presents the factors contributing to IPICO Inc. Technology Leadership of the Year Award in the North American RFID sports market in 2009.

Chart 1.1
RFID Sports Market: Factors Contributing to IPICO Inc. Technology Leadership of the Year Award (North America), 2009



Source: Frost & Sullivan

Conclusion

IPICO Inc. provides complete solutions, and works with its customers throughout the integration process with the help of its dedicated team. It also utilizes a pre-emptive approach toward periodically contacting the customers to obtain feedback, ideas, and suggestions on the products to address issues before they are escalated. In a market where quality and cost are the key competitive factors, IPICO Inc. has delivered superior performing and cost effective products to stay ahead in the competition. In recognition of its technological superiority and consistent focus on delivering value to its customers by providing reliable, efficient, and superior performing products, Frost & Sullivan is proud to present IPICO Inc. with the 2009 Technology Leadership of the Year Award in the North American RFID sports market.

Award Description

The Frost & Sullivan Award for Technology Leadership is bestowed each year upon the company that has demonstrated excellence in technology leadership within its industry. The recipient company has demonstrated technology leadership by excelling in all stages of the technology life cycle—incubation, adaptation, take-up and maturity—to ensure a continuous flow of improvements. By innovating leading-edge concepts the company has pioneered client applications.

Research Methodology

To choose the recipient of this Award, the analyst team tracks all emerging technologies and ongoing research and development projects within the industry. This process includes interviews with the market participants and extensive secondary and technology research. The technologies and research projects are then compared according to customer base demands. Also considered are elements such as feasibility of product launch, likelihood of customer acceptance, and estimated time to market. Competitors are then compared and ranked for relative position. Frost & Sullivan then presents the Award to the company that received the highest industry rank.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of the technology in the industry
- Number of competitors having similar industry technology (competitive factor)
- Research and development efforts to meet changing end-user needs
- Value-added technology and services to the customers
- Adoption rate by each of the industry participants
- New product innovation
- Time to market

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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