



**Media Contacts:**

Steve Heinzen, Syрма Technology  
+1 925 415 9232, [steve.heinzen@syrmatech.com](mailto:steve.heinzen@syrmatech.com)

## **Syrma Technology Introduces Customizable Tag Solutions at Euro ID 2011 in Berlin**

*Low frequency and 13.56 MHz tag provider showcases specialty products*

### **For Immediate Release**

**Chennai, India** – March 22, 2011 – Syрма Technology, a premier provider of standards-based, customizable RFID tags, is exhibiting at Euro ID 2011 for the first time to feature its RFID product lines, custom design and manufacturing services. Euro ID 2011 is taking place at the Messe Berlin trade fair grounds, Berlin Germany from the 5th to 7th of April. Syрма will exhibit at Booth no: A 20.

Syrma's tags are custom designed and manufactured to meet specific customer requirements using ISO-standard ICs from Texas Instruments, NXP, Atmel, EM Microelectronic, Infineon, STMicroelectronics and other leading suppliers. Syрма has an extensive product line of high frequency (13.56 MHz), low frequency (125 KHz / 134 KHz) and UHF (850-950 MHz) tags in molded plastic, glass, tube, nail, wristband, ID card, epoxy and other form factors.

Syrma has been designing and manufacturing RFID tags for 20 years and its products have been used in hundreds of unique and challenging application environments. The company provides custom design and production services for end-user customers, solution providers and OEMs. At EURO ID 2011 Syрма will be featuring several products and reference designs that have been successfully used in difficult environments where there is strong interest in using RFID, but where off-the-shelf tags may not provide optimal performance. These include:

- Industrial safety equipment management, highlighted by an injection molded ISO 15693-standard tag that is specially designed to function in very harsh operating environments.
- Medical industry solutions, including a sterilizable tag used for automated hospital equipment tracking, and a small form factor tag for specimen

identification in laboratory environments while ensuring privacy.

- Food process management – ISO 16593 tags molded in food-grade plastic for traceability and inventory management.

- Tags with very small form factors (5mm inlay, 6mm and 10mm epoxy encapsulated tags).

These products and references represent only a small range of Syrma's capabilities and experience. Development specialists and engineers will be at the booth to discuss specific solution requirements and Syrma's custom design and production services.

For more information about the event visit the EURO ID 2011 website:

[www.euro-id-tradefair.com](http://www.euro-id-tradefair.com).

### **About Syrma Technology**

Syrma Technology ([www.syrmatech.com](http://www.syrmatech.com)), a Tandon Group company, provides global OEMs unique opportunities to reduce product development costs and deliver globally competitive manufacturing services by leveraging Syrma's contract engineering and manufacturing services. Syrma has a 30-year legacy of creating innovative electronics manufacturing and fulfillment solutions for global end markets, and enabling OEMs to grow their presence in the rapidly expanding India market. Syrma specializes in collaborative design (CDM) and electronics manufacturing services of med/high mix and flexible volume electronic products, and RFID tags and magnetic products for branded OEM customers in the Industrial, Medical, Telecommunications and Defense sectors. Syrma production facilities are ISO 9001, ISO 14000, TL 9000, AS9100 and TS16949 certified and ROHS compliant.

### **About The Tandon Group**

The Tandon Group ([www.tandongroup.com](http://www.tandongroup.com)) is one of India's leading technology innovators and manufacturing/infrastructure partners to global OEMs exploring growth opportunities in the country's vast domestic market. Through its companies (Syrma Technology, Memory Electronics, 3G Wireless Communications, Tandon Information Solutions and Tovya Automation), Tandon provides a full suite of services that help customers successfully bring products and services to market, including market research, establishing sales channels, product design and development to suit the Indian end user, product manufacturing, localized supply chain and optimized sales processes. Tandon has satisfied many premier global customers over the years, including companies such as Compaq, Dell, IBM, Apple and Western Digital.