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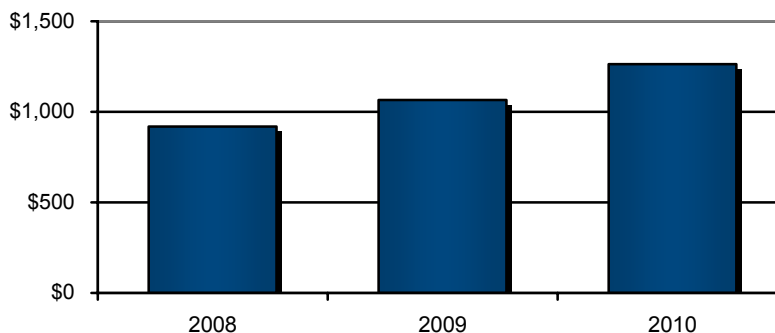
RFID Professional Services: Increased Integration, Customization, and Commoditization Drive Growth

Natick, Massachusetts – August 4, 2009 – Demand for RFID-related professional services is expected to rise over the next 5 years as a result of the technology’s sustained penetration of brown- and green-field markets, high-levels of customization, continued scope expansion, and increased integration requirements – despite recessionary pressures. According to recently published research from VDC’s 2009 RFID Business Planning Service, RFID professional service revenues approached \$1 billion in 2008 and are predicted to grow more than 24% (CAGR) through 2013.

“Increased commoditization and commercialization continues to level the playing field for hardware suppliers, while placing additional emphasis on the service provider to make the solution a success” stated Drew Nathanson, Director of Research Operations at VDC Research Group. “This emphasis is expected to be increased as solutions continue to grow in complexity, scope, and scale.”

Of note, installation/integration is expected to account for the majority of RFID service revenues throughout the next five to ten years, with many service providers increasingly packaging longer-term maintenance and support services as part of the initial contract as a means to maximize value and strengthen customer relationships.

Exhibit 1
Global Revenues of RFID Professional Services
(Millions of Dollars)



ABOUT VDC RESEARCH GROUP

VDC Research Group (VDC) is a technology market research and strategy consulting firm that advises clients in a number of technology markets including: Automatic Identification and Data Collection, Embedded Hardware and Systems, Embedded Software and Tools, Industrial Automation and Control, Mobile and Wireless, and Power Conversion and Control. Using rigorous primary research and analysis techniques, the firm helps its clients identify, plan for, and capitalize on current and emerging market opportunities. We strive to deliver exceptional value to our clients by leveraging the considerable technical, operational, educational and professional experience of our research and consulting staff. During our nearly four decades of ongoing operation, we have had the pleasure of serving most of the world's leading technology companies, many high-profile start-ups, and numerous blue-chip early and later stage investors. Our products and services consist of research reports, annual research programs, and custom research and consulting services. Founded in 1971, the firm is located in the Boston area. Please visit our Web site at www.vdcresearch.com to learn more.

If you would like more information regarding our analysis or would like to purchase our research and receive the final study: [2009 RFID Business Planning Service](#), please contact:

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