



**Media release**

**Second round funding means ...**

## **Mems-ID moves closer to the next generation tracking solution for advanced applications**

**Melbourne Australia and San Diego USA, November 15, 2006.** Technology company Mems-ID's AU\$1.33 million (US\$1.01M) second round funding announced today moves the company closer to the commercialisation of its next generation Radio Frequency Identification (RFID) system in 2007.

Mems-ID is engaged in the development of an innovative tracking solution that clearly addresses the needs of large and high value markets where there is currently no satisfactory solution. The global drivers include logistics, cost savings, patient safety, authentication and greater regulation.

For healthcare, medical device, and biodefense applications, where Mems-ID is concentrating initial research and development, the Mems-ID mechanical tags can withstand sterilisation at high temperature and irradiation, which destroys electronic RFID tags.

Healthcare professionals and executives participated in the second round funding, according to Mems-ID chairman, Dr Mike Murray who was the lead investor in the second round. Initial seed funding of AU\$375,000 (US\$286,000) was raised in November, 2005.

"Mems-ID has revolutionary technology that has the potential to transform the RFID industry," he said. "The market is looking for a solution so there is very strong interest in us here in Australia and in the United States where we have opened an office. We have moved quickly through the research phase to reduce the technical risks and establish a presence in the key US market, so with the new funding we can accelerate the development and proof of concept. We aim to get product to the market by mid 2007."

Mems-ID's MEMS (Micro Electro Mechanical Systems) based RFID chip is mechanical, not electronic, which provides significant advantages over current electronic RFID tags used across a wide range of industries, including healthcare, security and food and pharmaceutical supply chains.

CEO of Mems-ID, Fraser Clayton said the new funding was raised through private placement of preference shares and would be supplemented with grants totaling AU\$730,000 (US\$556,000).

"This enables the company to strengthen its engineering, MEMS, and signal processing teams and to facilitate our plans to close a Series A round of funding leading to a commercial launch," he said.

About Mems-ID Pty Ltd: Mems-ID was founded in 2003 to develop advanced passive RFID memory and temperature sensing devices with unique attributes. Using low-cost Micro-Electro-Mechanical Systems (MEMS) technology, the devices use patented methods of programming and storing data. The company is headquartered in Melbourne, Australia and has its US office in San Diego. See [www.mems-id.com](http://www.mems-id.com).

Further comment:

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