

For Immediate Release

## News Release

# Magellan Technology's PJM RFID products enable pharmaceutical item level tagging

*A new video shows how currently available PJM technology (ISO 18000-3 Mode 2) meets all performance and robustness requirements for the healthcare industry today*

**Sydney, Australia – Friday, April 13, 2007**

Magellan Technology announces the release of a [video clip](#) which shows the superior performance of existing Phase Jitter Modulation (PJM) products for use in pharmaceutical item level tagging or life science applications. Magellan will exhibit the latest PJM products at Interphex 2007, the largest pharmaceutical show being held in New York, April 24-26 at the Jacob K. Javits Convention Center.

There is a rapidly growing interest from Pharmaceutical Companies in the use of RFID for the item level tagging of pharmaceutical products, primarily for authentication reasons, in order to combat the growth in the supply of counterfeit drugs with all their attendant health risks, but also to improve efficiencies in the pharmaceutical supply chain. Most RFID technologies available today have performance limitations in an area where 6 sigma performance requirements are frequently cited, and so pharmaceutical companies are increasingly looking to solutions based on Magellan's PJM technology which has the superior performance characteristics needed to match the challenge.

Most items in the world of pharmaceuticals and life sciences tend to be small and will contain liquids, glass and metals. In addition when these items are being moved, their relative positions change, and the possibility arises that their tags can come into contact with each other. In all RFID technologies other than Magellan PJM, if tags come into contact with each other they cannot be read, because of mutual interference, and thus reading reliability is severely curtailed and 6 Sigma performance becomes extremely difficult if not impossible to achieve.

The PJM RFID Technology is unique in its capability to identify closely stacked and touching RFID tags reliably and in its insensitivity to the close proximity to metals, glass and liquids. Current PJM inlets offer up to 8kbit of user memory, a very high speed read and write access (424kbit/s) to data on RFID tags and a very powerful anti-collision method to rapidly identify large quantities of moving items at rates beyond

600 items per second. Security features like unique chip IDs, issued and locked during RFID chip manufacturing, password controlled write access modes and a lock pointer to prevent any future modifications or tampering to locked memory cells, offer a wide portfolio of functions to implement systems with a higher security against counterfeiting

For pharmaceutical manufacturers PJM offers the reliable issuing of pharmaceutical bottles or products on high speed conveyors, writing unique 128 bit identification numbers to individual items, which can be done at speeds of more than 3000 items per minute, exceeding the highest requirements used today. Manufacturers and distribution centers can reliably identify pharmaceutical items which are tightly packed in totes and will achieve read rates of more than 200 items per second using Magellan's fully shielded 3-axis tunnel readers, regardless of tag orientation or whether or not the tags are touching.

Magellan's own PJM product offering is complemented and supported by all existing PJM technology licensees (e.g. Infineon, Blackroc, Zebra, Balogh, Nippon Signal, ...), major inlet converters and the growing partner network of Magellan.

"Applying high speed PJM technology to item level tagging of pharmaceuticals will certainly benefit the Healthcare industry as it solves most of the aspects of implementing RFID throughout the supply chain," said Bodo Ischebeck, Chief Executive Officer of Magellan Technology. "PJM offers enough speed reserves to achieve 6 sigma accuracy and it also works reliably where tags are in very close proximity to metals and liquids and to each other."

### **About Magellan Technology**

Magellan Technology Pty Ltd, Sydney, Australia, is a technology developer; manufacturer and licensor of advanced read and write 13.56MHz RFID systems. Magellan designs and offers RFID chips, inlets and a complete reader portfolio for Magellan's Phase Jitter Modulation (PJM) technology, which complies with the International Standard ISO/IEC 18000 Part 3 Mode 2.

The PJM technology is more than 10 times faster than other existing HF technologies. Our PJM StackTag® is unique in its capability to identify, read and write RFID tags even when they are deeply stacked together. PJM products are optimized for applications where many hundreds of tags are stacked tightly or need to be identified reliably in fast moving dynamic situations where tags are presented in all orientations.

Magellan licenses its PJM technology world wide and welcomes enquiries from interested parties including other manufacturers and system integrators.

Further information is available at our new website [www.magellan-technology.com](http://www.magellan-technology.com)

The video clip can be viewed [here](#):

[http://www.magellan-rfid.com/pages/downloads/downloads\\_pharmavideo.html](http://www.magellan-rfid.com/pages/downloads/downloads_pharmavideo.html)