

NEWS RELEASE

For Immediate Release

RFID4U Announces RFID Made Easy Training in New York – June 23, 2005

Sunnyvale, CA May 18, 2005 – RFID4U, world leader in RFID learning solutions announced today that firm will conduct one of their popular RFID Made Easy training events in New York, NY. RFID Made Easy is a class room style one-day course that familiarizes participants with the hardware, middleware, software and other key elements necessary for successful RFID deployment. This day-long event will be conducted on Thursday June 23rd at the Holiday Inn Midtown in New York.

The goal of the training is to give Executives, Managers, System Managers, System Engineers, Project and Program Managers, Business Analysts and others responsible for supervising RFID implementations a strong grounding in the fundamentals of RFID and EPC technologies so they can intelligently evaluate vendors, develop a business case and begin a successful pilot program or deployment.

The RFID training is an informative, objective and vendor neutral event consisting of executive and technical sessions that help to answer:

- The value of RFID and how it works
- How to practically deploy RFID technology
- How to re-engineer various business processes
- The evolving EPC standards
- Designing an infrastructure to handle the huge amount of data RFID will generate
- Integration challenges

RFID4U offerings include: one day RFID Made Easy, two days RFID workshop and three days RFID implementation training. RFID4U also offer 12 online live instructors based e-Learning courses and have plans to increase the online courses to 25 within next few months. RFID4U also customizes the training course to suite particular client needs and verticals. A pioneer in RFID learning, RFID4U has maintained a steadfast focus on developing a robust and highly acclaimed catalog of RFID courses. All of RFID4U's content can be delivered in a variety of formats tailored to individual learning styles - e-Learning, instructor-led training and self-paced learning. All training material have been developed and meticulously updated and maintained to provide the latest thinking on RFID technology.

Training courses are delivered in classroom settings at select locations, onsite at client locations around the world or via our live e-Learning option over the Internet.

RFID4U is a partner of choice by suppliers of Wal-Mart, Best Buy, Albertsons as well as Department of Defense. Its client roster includes leading corporations, renowned trade associations and government bodies.

Learning with RFID4U

RFID4U (a division of eSmart Source, Inc.) headquartered in California, is a worldwide leader in vendor neutral RFID learning solutions. RFID4U have assembled a full complement of products and services to help companies align technology with their business objectives. The variety of learning options from RFID4U allows participants to learn in the manner that best suits their schedule, budget, learning style and expertise. All courses are delivered by senior highly experienced RFID solution developers/trainers who teach from a practical perspective with lots of tips and techniques to enhance rapid RFID technology evaluation and deployment. Participants are trained in a highly interactive learning environment with follow-up assistance to help each one apply what they learn. RFID4U is also cornerstone member of the CompTIA's advisory committee for RFID certification and EPCglobal member.

For more information on RFID4U's training, please e-mail your request to info@rfid4u.com, phone RFID4U at (866) 400-RFID or (408) 739-3500 or visit <http://www.rfid4u.com>

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