

# NEWS RELEASE

## For Immediate Release

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## **eSmart Source to Donate Sales and Profits to Tsunami Relief**

Sunnyvale, CA January 17, 2004 -- Joining the worldwide effort to help victims of the Indian Ocean earthquake and tsunami, eSmart Source Inc., a leading RFID solutions and training provider announced today that the firm will donate entire sales and profit from one of their popular RFID Made Easy February 12<sup>th</sup> 2005 training event in Sunnyvale California.

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 Saturday February 12<sup>th</sup> at the Sunnyvale Sheraton.

With RFID fast tracking to meet 2005 implementation deadlines; investors, companies and job seekers are looking at RFID as "the next big thing". RFID technology includes applications in retail, pharmaceutical, security, manufacturing and other leading industry sectors. Analysts and investors are expecting RFID to dramatically change the way we do business in the future.

RFID industry is expected to grow to more than \$4.2 Billion by 2008.

With so much information and so many steps involved in implementing an RFID solution-tags, readers, printers, middleware, software, EPC Compliance and all the vendors that go along with it, - it can be difficult to know where to begin?

The RFID Made Easy 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

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eSmart Source, Inc. training division offers *RFID Made Easy* training course in San Francisco Bay Area, Portland Oregon and Phoenix Arizona. This is a classroom style one-day course that familiarizes participants with the hardware, middleware, software and other key elements necessary for successful RFID deployment. More than 325 individuals from organizations like Boeing, KPMG, Hitachi, NEC have already been trained by eSmart! Detailed agenda is available at <http://www.esmartsource.com/services/agenda.asp>  
eSmart Source also offers onsite RFID workshop all over the world.

For more details or register online please visit <http://www.esmartsource.com> or email [rfid4u@esmartsource.com](mailto:rfid4u@esmartsource.com)

About eSmart Source, Inc.

For over five years, eSmart Source has been an IT partner committed to helping companies capitalize on the strengths of IT to achieve value-driven business results. eSmart offers a multi-tier suite of solutions and services designed to address end-to-end RFID system needs of companies including assessment, evaluation, integration and training. eSmart focuses on providing leading edge technology and is partnered with best of breed RFID tags, readers, middleware and printer suppliers in addition to providing a suite of software applications for RFID-enabled infrastructure.

For more information, please visit <http://www.esmartsource.com>

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