



*Contact:*

Ms. Linda Prosser  
Vice President, Corporate Marketing  
18220 Butterfield Blvd.  
Morgan Hill, CA 95037  
[lprosser@alientechnology.com](mailto:lprosser@alientechnology.com)

Phone: 408-782-3963  
Fax: 408-782-3908  
Syreeta Mussante  
Sparkpr for Alien Technology  
415-321-1865  
[alien@sparkpr.com](mailto:alien@sparkpr.com)

## **Alien UHF Solutions Becoming the de facto Standard for Vehicle Tracking Applications in Turkey**

### **STS Integrates Numerous Vehicle Tracking Solutions with Alien Readers and Tags**

**May xx, 2007, Reading, UK** – Alien Technology, the leading RFID full solutions provider for in the EMEA markets, in partnership with their Valued Added Solutions Provider (VASP) STS Technology, based in Istanbul, Turkey, have recently secured several high-profile, vehicle tracking installations throughout Turkey.

Many leading Turkish Municipalities and Universities, have specified the highly-acclaimed Alien ALR-8800 passive reader/writer and low-cost EPC compliant RFID labels, into their park garage/vehicle tracking applications. Up to fourteen read points and thousands of tags can be installed in a typical park garage tracking application. In one such installation, the Municipality of Pendik in Istanbul, has installed the STS/Alien vehicle tracking solution for their employee parking lots. On each of the employees' vehicles', an Alien UHF tag is mounted on the upper middle area of the vehicle windscreen, with fixed position ALR-8800 readers mounted at various entry/exit points.

Tanhu Dizgec, President of STS Technology in Istanbul, explains, "The benefits to the municipality are multi-fold, including complete traceability of the vehicles location, providing a seamless method of securing parking payment and enhancing the security for public employees. The municipality was particularly impressed that STS could not only provide the hardware integration of the UHF readers and tags, but that we could also a provided a complete software solution as well."

Notes Stephen Crocker, Alien's Director Channel Management EMEA/India, "Initially vehicle tracking applications researched 13.56MHz (HF), products as a possible solution, but HF was quickly ruled out based on a number of factors, including short read ranges, (HF reading ranges

are limited to several cm's versus several meters with UHF), the lack of a standardized EPC protocol governing 13.56MHz hardware, and the higher tag costs. Alien's UHF solutions offers the customer the critically required reading range of several meters; a solution based on the globally standardized EPC protocol, and Alien's commitment to be the lowest cost RFID tag provider in the marketplace." Mr. Crocker, continues, "Alien has become the de facto standard for RFID based vehicle tracking projects, and we are leveraging our strong installation successes with Toyota and many other field-proven reference sites throughout the world."

Mr. Dizgec, adds, "The Universities and municipalities are so impressed with the consistency and reliability of our solution, that their future plans include tracking students and faculty members throughout the whole campus, which will mean hundreds of read stations per location. We are very excited what the future holds for Alien RFID solutions in the Turkish market and we plan to become the preferred integrator for Alien solutions in Turkey."

### **About Alien Technology**

Alien Technology provides UHF Radio Frequency Identification (RFID) products and services to customers in retail, consumer goods, manufacturing, defense, transportation and logistics, pharmaceuticals and other industries. Organizations use Alien's RFID products and services to improve the effectiveness, efficiency and security of their supply chains, logistics and asset tracking operations. Alien's products include RFID tags, RFID readers and related training and professional services. Alien's patented Fluidic Self Assembly (FSA) technology and related proprietary manufacturing processes are designed to enable the manufacture of high volume, low cost RFID tags.

Alien was founded in 1994 and employs about 235 people worldwide. The company's facilities include: its corporate headquarters in Morgan Hill, CA; an RFID tag manufacturing facility in Fargo, ND; the Alien RFID Solutions Center, in the Dayton, Ohio area, and sales offices in the US, Europe and Asia. Alien is a member of EPCglobal. More information about Alien is available at [www.alientechnology.com](http://www.alientechnology.com).

Alien, Alien Technology, the Alien logo and FSA, are trademarks or registered trademarks of Alien Technology Corporation in the United States and other countries.

Copyright 2007 Alien Technology Corporation. All rights reserved.

## **About STS Technology**

STS Technology, which was founded at 2005, provides UHF Radio Frequency Identification (RFID) solutions and services to customers in the retail, textile, jewellery, consumer goods, manufacturing, defense, transportation and logistics, pharmaceuticals and other industries.

**At** STS Technology, our first goal is to ensure 100% customer satisfaction.

STS realizes cost-effective solutions by using Alien products of UHF (866 Mhz) Radio Frequency Identification (RFID) EPC compliant solutions throughout Turkey. More information about STS is available at [www.sts-rfid.com](http://www.sts-rfid.com)