



## **AXCESS RFID Powers Fish Software's Personalized Event Marketing** Solution Listed as a Top Technology Changing Event Marketing

**DALLAS, TX, November 28, 2006** – AXCESS International Inc. (OTC: AXSI), a leading provider of Dual-Active™ Radio Frequency Identification (RFID) and Real Time Location Systems (RTLS) solutions announces the integration of its Dual-Active™ automatic recognition technology by Fish Software Inc., a developer of interactive marketing software used at trade shows and consumer events. The FISH system has leveraged AXCESS active RFID technologies for over a year within its “Immersive Media” application to create an experience personalized to individual visitors at an exhibit booth. Fish will display its award winning system at the International Association for Exhibition Managers booth #771 November 29-30<sup>th</sup>, 2006 in San Diego, CA. In October, the RFID-based customized messaging was listed as one of the top ten technologies that is changing event marketing by Event Marketer magazine.

At this year's event the FISH display will demonstrate how an RFID badge can trigger kiosks to provide a customized and interactive message to the visitor. VIP attendees wear badges that contain AXCESS ActiveTag™ (battery powered) RFID which are automatically activated by a kiosk or area within a booth and then transmit a wireless message typically 30 to 100 feet to hidden palm size receivers. The receivers are wirelessly connected to the FISH Software system and trigger specific actions. For instance, when a VIP visitor comes within 50 feet of an exhibit, a text page alert is transmitted to a booth manager to ensure the VIP gets the proper greeting. When the VIP engages a kiosk, the badge then triggers the kiosk to deliver a customized message or presentation for that visitor.

“The immersive media solution was designed to deliver specific relevant messages to each attendee as well as collect visitor behavior at an event’,” said Michael Gilvar, president of Fish Software Inc. “Armed with information stored on the badges, brand ambassadors are better able to reach out to and engage the most essential audiences at a conference, arming them with critical product information that most closely aligns to their specific interests and business needs.”

At IAEM, Fish will unveil an integrated lead retrieval and digital signage solution that utilizes the AXCESS Dual-Active™ system. The digital signage solution leverages registration data to deliver specific messages to an attendee based on their expressed areas of interest. The system also empowers exhibitors to leverage this technology as a way to extend “lead retrieval” beyond the show floor by providing a direct response capability on each kiosk. The Dual-Active RFID technology provides automatic recognition for attendees to allow show management to automate the various operations such as access control, session tracking, lead capture, and more. The RFID badge also makes life easier for the attendee by highlighting what booths are displaying their interests that they haven't yet visited. Dual-Active RFID is the optimal technology for allowing long range identification at the most economical price and easiest assembly.

“Automatic recognition is changing the customer experience in tradeshow, entertainment, and hospitality,” said Allan Griebenow, president and CEO of AXCESS. “By coupling the automatic recognition system with Fish Software's interactive marketing, exhibit attendees are afforded an opportunity to receive the corporate information they really want in real time.”

The solution has already captured attention. Fish Software technology helped their client Cybertrust to win “Best of Show” at the RSA Conference last February by enabling them to craft specific messages that addressed the concerns of individual buyers, catching their attention, and calling them by name.

**About AXCESS International Inc.**

AXCESS International Inc. (OTCBB:AXSI), headquartered in greater Dallas, TX, provides Enterprise Dot™, Dual-Active™ RFID (radio frequency identification) and Real Time Location Systems (RTLS) for asset management, physical security, sensing and supply chain efficiencies. The battery-powered (active) RFID tags locate, identify, track, monitor, count, and protect people, assets, inventory, and vehicles. The patented technology enables applications including: automatic “hands-free” personnel access control, automatic vehicle access control and logistics management, automatic asset management, and sensor management. AXCESS is a portfolio company of Amphion Innovations plc. Additional information on AXCESS is available on the Company’s Web site at [www.axcessinc.com](http://www.axcessinc.com).

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