

RFID JOURNAL

Access Lowers Tag Price January 19, 2007

Access International, a Dallas-based provider of active RFID systems, has lowered the price of its battery-powered asset tags from a suggested retail price of \$34 each to \$10. The company says it has done this to enable its customers to attain a return on their RFID investments more quickly. The tag uses a proprietary air-interface protocol and must be utilized in combination with an Access International reader, which can be operated in conjunction with third-party tracking software. The reader costs \$545. To use the tag and reader, customers must also purchase the company's OnlineSupervisor (OLS) tag middleware and software package, for a cost of \$4,250. The OLS is browser-based and enables users to commission tags, correlate tag IDs with descriptions of the assets to which the tags are attached and establish read zones via a drag-and-drop map-based infrastructure. The OLS can also track and update asset inventory and the dwell time of tagged assets in RFID-controlled areas. Operators can set alerts to be triggered if certain assets leave an interrogation zone. Customers do not need to purchase a set number of tags to receive the discounted tag price. The tags transmit data over 315 MHz but can also be placed in a sleep-mode to conserve battery power. When in sleep mode, the tags can be awoken by 125 KHz exciters stationed at choke points, where users need to be able to sense the movement of tagged assets.