



## Brooks Automation – RFID Division announces strategic alliance for optical data carriers

Mistelgau, October 16<sup>th</sup>, 2007 - Today Brooks Automation, CDA, UPM Raflatac RFID business and Stora Enso Digital Solutions announced an alliance for optical data carriers featuring an integrated RFID tag. While the CDs and DVDs from CDA come with a uniquely identifiable UPM Raflatac 13.56 MHz tag, the other two parties are able to bring the solution to its completion. Brooks manufactures RFID readers and integrates them into end users processes. Stora Enso Digital Solutions offers digitally printed and personalized DBS Discbox Slider CD boxes which are made from 100% premium cardboard and feature various economical and ecological benefits.



The alliance's proposal is an optical disc with an EPC-compliant serial number, data storage capacities and personalized packaging on item level. The alliance emphasizes its flexibility to address the market with all possible lot sizes, starting with 500 units, and easy-to-integrate RFID reader infrastructure. Pricing per RFID disc varies from EUR 4 for high-end finish and customized shaping to EUR 2.30 for a standard optical data carrier with an embedded UPM Raflatac transponder.

This solution opens the road to new applications in anti-counterfeiting, inventory logistics, and it is already in the field as ticketing solution. The Ford Rally Team hosts its VIP customers with a DVD containing team information, sponsor trailers and video clips. The chip included in the DVD is used to give access to the VIP areas.

Event organizers, sports clubs or advertising companies for example are now able to distribute media contents on the ticket itself. The end user will benefit from this innovation by receiving information about cross-selling initiatives, team information, bonus music tracks, games, movies and sponsor trailers, to name only a few possibilities. Disc and packaging can be personalized, even displaying the buyers themselves. With this feature, the RFID disc might even become a collector's item.

[www.brooks-rfid.com](http://www.brooks-rfid.com) - [www.cda.de](http://www.cda.de) - [www.storaenso.com](http://www.storaenso.com) - [www.upmraflatac.com](http://www.upmraflatac.com)

### About Brooks Automation:

Brooks Automation Inc. (Nasdaq: BRKS) is a worldwide operating provider for automation solutions and robotic systems. The company, having subsidiaries in America, Asia and Europe, employs about 2,400 employees and achieved a turnover of USD692 billion in the past business year. The principal office is situated in Chelmsford/Massachusetts, USA.

Since 1994 the RFID division of the German subsidiary company Brooks Automation (Germany) GmbH concentrates its business activities on development, production and integration of RFID systems, which communicate contactless and without intervisibility. The product portfolio contains mobile and stationary readers based on the frequencies 134.2 kHz LF and 13.56 MHz HF and numerous accessories.

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