

PRESS RELEASE

Microsoft BizTalk RFID successfully passes the GS1 EPCglobal Certification Program for compliance with the EPCIS Standard

BRUSSELS, Belgium - LAWRENCEVILLE, New Jersey – November 2, 2009 – EPCglobal Inc, a subsidiary of the global not-for-profit supply chain standards organization GS1, today announced that Microsoft BizTalk RFID has been certified and is fully compliant with the organization's EPCIS standard for event generation. EPCIS allows for the seamless, secure capture and exchange of data at every point in the lifecycle of goods and services. By providing a standard set of interfaces for EPC data, EPCIS enables a single way to capture and share information, while still allowing the flexibility for industry and organization-specific implementations. EPCIS supports powerful business cases and consumer benefits such as container tracking, product authentication, promotions management, baggage tracking, electronic proof of delivery, chain of custody, returns management and operations management.

BizTalk RFID is an innovative device management and event processing platform at the edge of the enterprise. It is designed to provide a scalable, extensible platform for development, deployment, and management of rich RFID and sensor solutions. In conformance with the EPCIS standard, it harmonizes internal auto-ID serialization with auto-ID event information from external trading and regulatory partners, leveraging a scalable and proven real-time, event-driven engine.

"Microsoft has been a leader in adopting open standards in its RFID application platform," said Nicholas Fergusson, Director of the Certification Program at EPCglobal Inc. "Microsoft BizTalk RFID object event generation complies fully with the EPCIS standard, which means it can be used by enterprises to securely and efficiently capture event data which can then be shared with trading partners who are also using EPCIS-compliant solutions."

"Microsoft BizTalk Server 2009 provides a low cost, enterprise ready, scaleable RFID application platform that spans from mobile devices to personal computers to servers," said



Sudhir Hasbe, Senior Product Manager of BizTalk Server at Microsoft Corporation “With EPCIS certification and compliance, companies of all sizes are now able to participate in sharing auto-ID information across organizational boundaries.”

“With more than 8,000 successful deployments of Microsoft BizTalk Server, Microsoft is now capable of enabling whole industries to rapidly adopt global supply chain standards such as EPCIS and significantly improve collaboration and realized value” said John Keogh, Senior Vice-President of EPCglobal Canada.

The EPCIS standard was ratified in April 2007 and conformance testing began in September 2007. To be certified as EPCIS-compliant, a solution must pass a battery of tests that target a set of interfaces defined in the EPCIS standard. These tests include HTTP Capture Application, HTTP Capture Server, Query Control over HTTP, Query Callback to HTTP, and HTTPs destinations. Testing is conducted on EPCglobal’s behalf by an independent company, MetLabs.

To learn more about the EPCglobal Software Certification Program, or any other vendor selection programs offered by GS1 EPCglobal, visit <http://www.epcglobalinc.org/certification>.

#

Media Contact:

Karl Van der Spiegel
Marketing Manager, GS1 EPCglobal
+32 (0)27 88 78 16
karl.vanderspiegel@gs1.org

Notes to the Editor:

About GS1 EPCglobal Standards:

GS1 EPCglobal standards are a set of integrated industry-driven standards which have been developed to meet user's requirements enabling the identification of objects, data capture and sharing of information among partners throughout the supply chain. These standards are developed within the framework of EPCglobal Inc.

About EPCIS (EPC Information Services)

EPCIS is a standard used to track the progress of objects as they move through the supply chain. The data shared at each read point in the supply chain provides WHAT, WHEN, WHERE and WHY of each read. EPCIS provides the Information Services necessary for the storage, communication and dissemination of EPC data. It provides standards event capture and query interfaces for obtaining and sharing information about unique objects in the supply chain within and across organisations.

About EPCglobal Inc:

EPCglobal Inc is a subsidiary of the global not-for-profit standards organization GS1, and supports the global adoption of the Electronic Product Code as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain.

For more information about EPCglobal Inc, visit: www.epcglobalinc.org

About GS1:

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than five billion transactions a day with the GS1 System of Standards. This makes it the most widely used supply chain standards system in the world.

For more information about GS1, visit: www.gs1.org



About GS1 Canada

GS1 Canada is a neutral, not-for-profit organization that promotes and maintains global standards for the identification of goods, locations and related e-commerce communication, and provides education and awareness of these global standards.

Learn more at www.gs1ca.org.

--END--