



For Immediate Release

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newave® and Smart Label Solutions Complete an Exclusive Agreement

Plain City (Columbus), Ohio-January 17, 2019. newave Sensor Solutions, LLC announced that the exclusive agreement with Smart Label Solutions (SLS) and the newave wave® antennas used in the SLS smartPORTALS™ has been extended through 2021. The agreement covers North America and continues the successful market leadership by SLS for their smartPORTALS™ which are powered by newave's patented wave® antenna. In addition to the portals, SLS will be the lead manufacturer/assembler for the patented and award winning smartShelf™ for North America.

SLS will also have lead installation responsibility for both smartShelf and smartInventory Management System™ (SIMS). SLS will both conduct installations as well as coordinate with outside installation partners as needed to meet all end-user expectations.

Jeff Hudson, CEO of Smart Label Solutions stated: " We have been a believer in the superior newave antenna performance for over 5 years and have worked very closely with newave to specifically design our portals to take maximum advantage of the superior wave® antenna. SLS has installed over 6,000 of these portals in some of the largest companies in the world. We are excited to continue and deepen our partnership with newave and to expand into the [smartShelf™](#) system. We believe that smartShelf has outstanding potential to be the leading real-time on-shelf retail inventory availability system and we are very pleased to be a key partner in making that a reality".

Barry Burnside, a Founder and Board Member of newave advised: "newave and SLS have had a very successful partnership and with this agreement we will work even more closely together to leverage our synergistic core competencies and marketing activities. Specifically, we plan to optimize newave's superior patented RFID technology, solution designs, and products as well as capitalizing on SLS' exceptional and well proven in-market execution experience and capability. This is truly a win/win."

About Smart Label Solutions, LLC

Smart Label Solutions (SLS) combines hardware products from leading manufactures with their suite of RFID software and Barcode software products. Smart Label has partnered with leading manufacturers of RFID Hardware and Barcode Hardware to provide their customers with best in

class products. SLS delivers customer focused solutions that provide improved accuracy and efficiency to your existing business processes. For more information visit www.slsrfid.com

About newave® Sensor Solutions:

newave is a leading provider of optimized solutions for today's most challenging item-level Radio Frequency Identification (RFID) problems. The company develops industry-standard RFID technology based on the patented Wave® antenna that sets a new standard for accuracy, versatility and efficiency. The Wave is the first and only antenna specifically designed to be used only for item-level RFID solutions. newave's core technology was developed by the world-class ElectroScience Laboratory (ESL) of The Ohio State University, a pioneer in RF research and development under the direction of newave's Chief Technical Officer (CTO), and is produced in partnership with Wistron NeWeb Corporation (WNC), the Taiwan-based global leader in antenna manufacturing. newave's management team leverages a strong technical and international business heritage in a variety of industries for accomplishing its mission of providing optimized solutions to today's greatest RFID challenges. For more information, please visit us at www.newaverfid.com. *newave®, Wave® and Smart Shelf™ are trademarks of newave Plain City (Columbus), Ohio USA

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