



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates
Calls RFID Gen2 Ratification a Significant Development.**

Ridgefield, Conn., (December 29, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, welcomes the announcement by [EPCGlobal](#) on December 16, 2004 that its board of governors has ratified the royalty-free, ultra high frequency second generation (Gen2) standard of the Electronic Product Code (EPC) specification as a global EPC standard for radio frequency identification (RFID).

Anthony Miano, Executive Partner with S. G. Hart & Associates, calls the ratification by EPCGlobal a “significant development” in the history of RFID. According to Miano, “many potential users of RFID technology have been strategizing but not proceeding with RFID for a host of reasons, one of which is the lack of a second generation standard. Now that the shadow of a global standard appears to be laid to rest, users will be more inclined to move ahead with their RFID business case development and deployment as manufacturers offer Gen2 engineered tags and readers along with firmware upgrades beginning in 2005.”

The second generation standard is the newest and most advanced of the EPC RFID specifications. The second generation of the EPC standard for RFID, more commonly known as Gen2, is designed for the UHF (ultra-high-frequency) band centered around 900 MHz. This new standard resolves the limitations of older RFID specifications — Class 0 and Class 1 — and provides an enhanced framework necessary in high-density RFID reader environments allowing for a global EPC standard, increased tag throughput, the ability to rewrite information onto tags, improved security and enhanced privacy.

About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. The group helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

Media Contacts:

Director, Public Relations
S. G. Hart & Associates, LLC
31 Bailey Avenue, Suite 5
Ridgefield, Connecticut 06877 USA

Tel: 203-438-4300
Fax: 203-438-3222
Email: PR@sghartassociates.com
Web: www.sghartassociates.com

- # # # -