



Press Release

IDS Microchip's IDS-SL13A Universal, Affordable Smart Label Chip Named Product of the Year by *Electronic Products* Magazine

Captures coveted award for its innovative RFID monitoring and tracking of goods

Wollerau, Switzerland – Jan. 12, 2009 – IDS Microchip, a fabless semiconductor company focused on *all* aspects of RFID technology, today announced that its universal smart label chip, IDS-SL13A, was awarded ***Electronic Products***' highest honor by being named a "Product of the Year" for 2008. It was selected based on three criteria: innovative design, significant advancement in technology, and substantial achievement in price and performance. The IDS-SL13A chip was the only product in the RFID field to receive an award.

"From thousands of products, the editors of ***Electronic Products*** have chosen those they feel are among the most outstanding," said Christina Nickolas, editor, ***Electronic Products*** Magazine. "Presented as a quantum leap forward for RFID technology and pricing, the IDS-SL13A smart label chip for the first time makes it practical to automatically track, monitor, time-stamp, and record information about any goods in any supply chain. It is priced up to 10 times lower (less than 1 euro) than existing RFID temperature-sensing modules. More information about 'Product of the Year' awards is posted at www.electronicproducts.com."

Oluf Alminde, director of Sales & Marketing at IDS Microchip, said, "IDS Microchip is extremely honored to receive ***Electronic Products***' 'Product of the Year' award. We also are gratified that companies in multiple industries are benefiting from the economic and quality assurance advantages of knowing the quality of their goods immediately upon arrival."

About IDS Microchip

Fabless semiconductor company IDS Microchip is the only company focused on *all* silicon aspects of radio frequency identification (RFID) technology to help client/partners achieve cost-effective solutions. Its comprehensive portfolio comprises wireless and sensor-enabled integrated circuits and IP for highly integrated low-power RFID system solutions including readers, enhanced tags and labels for both HF and UHF systems. Founded in 1996 and privately funded, IDS Microchip is headquartered in Wollerau, Switzerland, with an office in Toronto and distributors throughout the world. For further information, please visit www.ids-microchip.com.

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