



**GE and SandLinks Demonstrate Breakthrough System Solution for  
Tracking the Location and Condition of Assets In-Transit**  
*New Solution provides unprecedented views into the supply chain*

**April 28, 2009, Orlando, FL** - GE Global Research, the technology development arm for the General Electric Company (NYSE: GE), and SandLinks Inc., of Israel and Dallas TX, have developed an unprecedented In-transit Total Asset Visibility (ITAV) Solution, with the support of the BIRD Foundation. The ITAV solution culminates the successful completion of a \$2 million, multi-year development project that demonstrated the ability to track the location and condition of assets while in-transit.

The solution integrated GE Asset Intelligence's VeriWise™ Asset Tracking Service and SandLinks' Ultra Wide Band (UWB) RFID technology. GE's telematics systems track the location and status of trailers, trucks, rail cars, fleet vehicles and other high value assets globally, while SandLinks provides real time, item level asset management, including inventory, location and remote sensing.

"This opens up a whole new dimension of In Transit Total Asset Visibility (ITAV)," said Dr. Joe Salvo, Manager, Pervasive Decisioning Systems Laboratory., GE Global Research. "Our satellite/CDMA based technologies can currently provide clients with the timely and accurate location of their mobile assets plus valuable usage and routing analytics. When adding the ability to assess the condition of assets while in-transit, we are now enabling a new 'mobile inventory' management paradigm that will provide a much higher degree of visibility into supply chains.

Dr. Salvo added, "Providing total supply chain visibility will help to mitigate shrinkage, catch manifest errors in near real time, deliver the status of sensitive goods ahead of delivery and even redirect individual items' destinations while in-transit."

A team of engineers and scientists from SandLinks and GE Global Research have combined state-of-the art application specific integrated circuit (ASIC) designs and system-level thinking to deliver the price and performance features required to capture value in this rapidly evolving market.

GE and SandLinks have plans to offer this new integrated ITAV service. Commercial pilots will be available in the Q3 2009.

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### **About GE Asset Intelligence**

Asset Intelligence is a provider of tracking solutions for manufacturers, retailers, shippers, and freight transportation providers. The VeriWise™ product offers a full range of equipment that provides mobile-asset tracking and condition-monitoring products and services to meet the market's desire for greater safety, security and productivity throughout global supply chains. By leveraging the latest wireless and web technologies, the VeriWise satellite and cellular-based platforms provide shippers and carriers with tools to better manage their fleet, freight, and maintenance operations. Quick access to actionable intelligence empowers them to better secure and utilize their assets. Asset Intelligence ([www.ge.com/assetintelligence](http://www.ge.com/assetintelligence)) is a division of General Electric and is headquartered in Plano, Texas.

### **About GE Global Research**

GE Global Research is one of the world's most diversified industrial research labs, providing innovative technology for all of GE's businesses. Global Research has been the cornerstone of GE technology for more than 100 years, developing breakthrough innovations in areas such as medical imaging, energy generation technology, jet engines and lighting. GE Global Research is headquartered in Niskayuna, New York and has facilities in Bangalore, India, Shanghai, China and Munich, Germany. Visit GE Global Research at [www.ge.com/research](http://www.ge.com/research).

### **About SandLinks System**

SandLinks has designed and engineered the next generation active RFID and sensors network technology based on an ultra-low-cost system-on-a-chip (SoC). The SandLinks system includes smart, low-power active RFID (Class 4) tags, readers and software that communicate over high-performance UWB networks.

### **About the BIRD Foundation**

The BIRD Foundation's mission is to stimulate, promote and support industrial R&D of mutual benefit to the U.S. and Israel. BIRD supports approximately 20 projects annually with a total investment of around \$11 million per year. To date, BIRD has invested over \$245 million in 740 projects, which have produced sales of over \$8 billion. Since the establishment of the Foundation 30 years ago, the accumulated repayments have totaled \$82 million.

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