



## Low Power Sensing Drives Affordable Cold Chain Monitoring

Cheyenne, WY (PRWEB) March 10, 2010 -- ProximaRF Technology Corporation and Melexis have partnered to create a unique low power sensing development kit that reads the output of resistive sensors with high frequency (HF) RFID. The combination of low power sensing with HF radio frequency identification (RFID) delivers affordable, versatile and easy to implement cold chain, industrial and pharmaceutical data logging.

The DVK90129 development kit uses the 13.56 MHz RFID enabled Melexis sensor transponder with on board antenna that may be used as an inexpensive data logger by adding a coin size battery or for battery-less embedded sensing. Since the applications would not require costly wireless motes - the kit is perfect for design applications where the security and accuracy of proximity reading is required or where UHF emissions could interfere with sensitive equipment such as in healthcare.

Gilles C  r  de, Automotive & Sensing Manager for Melexis' Wireless Division says, "System integrators and developers need a simple to use evaluation kit so they can focus on improving their monitoring and sensing applications rather than using valuable time to market learning how to get an accurate HF read." C  r  de went on to say that they turned to Proxima RF because of their plug and play USB desktop reader and powerful development tools, unique to the 13.56 MHz HF RFID industry. The DVK90129 HF RFID enabled resistive sensor development kit includes an evaluation board from Melexis with a temperature, light sensor and potentiometer, and a USB HF desktop reader and powerful API plus evaluation software from Proxima RF.

VP of Business Development for Proxima RF, Terry Rachwalski responded by saying that the Melexis transponder opens up a variety of new applications in healthcare where the HIBCC ANSI 4.0 standard recommends high frequency RFID. "The Melexis HF enabled sensor enables monitoring of pharmaceuticals not only in the supply chain but also right into the healthcare facility."

Gilles C  r  de concluded by saying that the product will be available from the Melexis and Proxima RF sales channels in the second quarter of 2010.



DVK90129 kit including a Proxima RF Desktop reader and Melexis EVB90129



## **About ProximaRF**

Proxima RF™ designs, develops and manufactures High-Frequency RFID readers, reader modules. Designed to read ISO15693 tags, CryptoRF ISO 14443B protocols plus HF RFID enabled Melexis 90129 sensor tags, Proxima RF readers are enabling the next generation of near-field and proximity solutions. Proxima RF enables integrators to create user-friendly proximity solutions with ready-to-ship readers, supporting software, OEM designs and sensor tag modules.

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## **About Melexis**

Melexis (Euronext Brussels: MELE) is a supplier of smart mixed-signal semiconductors. Our core experience derived from more than ten years supplying ICs to the automotive electronics market sustains the expansion into Application Specific Standard Products for industrial and consumer product applications. Melexis' products include sensor ICs (Hall-effect, optical, infrared and Micro-Electro-Mechanical Systems or MEMS), communication ICs (low power RF, RFID and Automotive BUS), actuator ICs (for electric motors, solenoids and LEDs) and Application Specific Integrated Circuits (ASICs). Further information about Melexis can be found at <http://www.melexis.com>.

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