



FOR IMMEDIATE RELEASE:

Pelican Technologies Finds Comfortable Nest In Dayton RFID Center

DAYTON, Ohio -- October 29, 2009:

Pelican Technologies, the first company to join the Dayton RFID Convergence Center, is one of the region's best-kept secrets in the sensor industry. With commercial clients like Kroger and large government contractors, the young company has already earned a reputation as being the people to approach when the programming task appears impossible.

"If you need two things to talk to each other, we can make that happen," Gary Moore, President and CEO of Pelican, said.

Pelican Technologies programs hardware-neutral software that will allow virtually any electronic devices to communicate with each other. The RFID sector has a strategic weakness in hardware developers that don't care about the data their products generate. This is where Pelican swoops in, collecting the data output from these various devices in order to coordinate them and efficiently achieve a specific purpose.

For example, a major vehicle retailer's warehouse facility was losing millions of dollars in misplaced products due to the vast size of the complex. The facility had a comprehensive electronic inventory, a network of RFID sensors, and had even gone to the extreme of hiring people to wander through the building to keep track of the huge inventory. Still, products were getting lost in the shuffle.

When Pelican was tapped to tackle the issue, they coordinated the radio frequency identification tags on the individual vehicles with the facility's sensors, cameras and inventory database. The software they developed allowed the facility's managers to know where every product was at any given moment.

For all their technical expertise, Pelican is still a small, highly specialized operation with limited resources. Positioning themselves within the Dayton RFID Center allows their business to complement the hardware companies in the incubator, in addition to other strategic, synergistic advantages.

"We're terrible at marketing ourselves," Moore said. "That's what the RFID Center does for us, it fills the void."

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