

**Designer and Developer of Readers for Employee Access Cards for Non-Door Access Applications with a complete line of pcProx® Card Readers under the WaveID® umbrella, RF IDEas is positioned for Continued Strong Growth**

**Business Services  
Identification**

**RF IDEas  
4020 Winnetka Avenue  
Rolling Meadows, IL 60008  
866-439-4884  
www.rfideas.com**

In addition to pcProx readers, RF IDEas also offers magnetic stripe card readers, Wiegand Converters and Software Developer's Kits.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

printer, which documents to print. They can delete duplicate print jobs if any exist and then select which ones they want to print. In this capacity, one of the benefits is extended privacy as individuals would not be able to see documents not intended for them. There is also about a 30% reduction in paper and ink because you do not have a big stack of wasted or forgotten papers next to the printer, along with the ability to delete the ones that were accidentally duplicated. The user also does not need to specify a specific printer as any printer on the network can access the database. There are other various applications available as well. We are also found in manufacturing shop floors; identifying a worker to a specific step in the process, measuring quality and productivity, or for tracking tools from a tool crib. There are also hundreds of applications in and around the corporate environment where either identification or authentication is provided for security where we are helping implement new, workflow improving solutions.



**Richard Landuyt  
President**

**CEOCFO:** Mr. Landuyt, would you tell us about RF IDEas?

**Mr. Landuyt:** RF IDEas is a designer and developer of readers for employee access cards and we developed these readers to be leveraged for non-door access applications. That means we are intending to allow the employee access card, which is a digital ID badge, to use radio frequency identification technology throughout the workplace. We are developing these readers so that employees around the world can use this digital secure badge as an identification means for various applications, such as logical access or login, inside and around the enterprise. Typical high profile applications would be single sign on within hospitals so nurses and doctors can badge into secure patient records and various other sensitive documents around the facility. We also put these readers into various enterprise printers for secure printing. The employee prints a document to the cloud and then when they walk up to an enterprise printer on their network they badge in using their access card on our reader. That delivers their badge ID information up to the cloud and the software looks up the corresponding documents for that particular individual. The printer would have a list of documents that the user can select, via the touch screen on the

**About RF IDEas:**

RF IDEas, founded in 1995, is the innovator of WaveID®, the new standard for badge-based authentication and identification solutions powered by RF IDEas readers. Under the WaveID umbrella, RF IDEas designs, develops, and manufactures a complete line of pcProx® card readers that support nearly every proximity and contactless smart card in use worldwide. RF IDEas readers come in many form factors and are used in numerous applications and OEM solutions; including: multi-function printers, kiosks, point-of-sale, attendance management and computer logon. In

**CEOCFO:** Would these be replacing old forms of identification, or are these new areas that people either realize they should have identification for or that you are able to point out to them?

**Mr. Landuyt:** It is probably a combination of both, to tell you the truth. There are some areas where manual or hand written logs are being used. There are other types where users are typing in user names and passwords, so it is a replacement in both those areas. Then there are new applications like the secure printing or single

sign-on, which was something that did not exist before.

**CEOCFO:** You seem to have a large variety of potential applications. What is your typical customer base now? How do you reach them? Who is using what? How do you make all of that happen even more?

**Mr. Landuyt:** That is a good question. To our customers, we are considered really an accessory to the solution. In the healthcare markets, our customers typically would be someone like an IBM, Microsoft, Imprivata type software company that are providing single sign on in various healthcare type software applications. In a secure print market it is going to be HP, Canon, Sharp, Toshiba, basically all of the printer companies. When you get into a factory floor it is going to be Rockwell, Boeing, Bridgestone-Firestone and other manufacturers. In each market it is typically those companies that have I would say at least five hundred employees or greater. Our readers are an accessory to whatever the application or the solution is.

**CEOCFO:** What is the competitive landscape?

**Mr. Landuyt:** The competitive landscape is different for each of the markets. In some cases we are competing with biometrics or the manual typing of a user name and password. It really depends on if we are replacing an existing identification technology improvement from a paper base, or creating a new approach to identifying the user. In general, this whole concept of using a door access card inside the building beyond opening the door is something RF IDEas originated back in early 2000-2001.

**CEOCFO:** Why should people choose RF IDEas' products?

**Mr. Landuyt:** The biggest reason that our customers are choosing RF IDEas is as an additional solution that provides significant workflow improvement. In the case of the healthcare, doctors are seeing on average maybe 13-17 more patients a week due to

the improved workflow. They also have much less errors and frustration due to typos from manual entry. In general across all of these markets, even the secure printing or the manufacturing, it is generally about workflow and proven efficiency productivity. Getting the employee into a place where they are thinking about their job instead of a user name and password. Along with removing the frustration of the IT part of things that get in the way of someone doing their job.

**CEOCFO:** How is business?

**Mr. Landuyt:** Our growth has been very strong. We have been making the 500/5000 list the past two years. I think that growth is a testament to our customers and their customers enjoying the improvement of the workflow and passing that downstream.

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**- Richard Landuyt**

**CEOCFO:** Are there industries or applications that you are not involved with now that you would like to be?

**Mr. Landuyt:** I am sure there are. We are always seeking new markets. One of the interesting and fun parts of this market is that employee badges are in nearly every industry, and we are pretty much stepping through these one at a time and trying to explore what the real benefits are and then tap into those companies. Our next big market that we are really trying to charge into and focus on is public safety, particularly with the police and safety vehicles that have to access the FBI databases from their mobile vehicles. This type of technology can bring an improvement for them by allowing them to login securely when they enter their vehicle and then if they leave their vehicle, the connection locks so it is secure. When they get back in they would not have to go through a complete separate log on.

That is another market we are just beginning to pick up some traction in.

**CEOCFO:** When you approach a company, such as a new original equipment manufacturer (OEM) about adding in your components, is it easy access because you have done it so much before?

**Mr. Landuyt:** With our current customer base it is, because we have very great relationships with them and they seem to enjoy our responsiveness. Our ability to capture attention, share roadmaps and help design some of the new offerings that they have to include in this type of workflow improvement in their subsequent design has been very strong

**CEOCFO:** Why should investors and people in the business community pay attention to RF IDEas?

**Mr. Landuyt:** They should pay attention to RF IDEas because throughout most areas in the business world the need for identifying individuals and also securing information continues to become more and more important. That coupled with the fact that almost all large scale type companies have employee access cards and they trust their building with these secure credentials already, they are really going to be able to leverage that existing invest they have already made in their key card system and infrastructure; and expand that singular technology throughout the industry and help them solve these other identification and authentication needs that they probably already have.

**CEOCFO:** Final thoughts: when people read about RF IDEas, what should they remember most?

**Mr. Landuyt:** That is a good question. The largest thing they could take away is that with RF IDEas, they are going to be enabled to leverage an investment they already have in new and diverse ways to solve problems they might not even realize exist and they will be able to do all of this with their existing employee access system.