



## **IDEN TEC SOLUTIONS Selected as RFID Solution Provider for Horizon Lines**

**Dallas, TX—January 24, 2007**

**Horizon Lines, Inc., USA's leading domestic ocean container and logistics company, has selected IDEN TEC SOLUTIONS' RFID technology for their ongoing management and tracking of assets throughout their Alaska service supply chain.**

Following comprehensive testing in traditionally communications-challenged areas of Alaska, IDEN TEC SOLUTIONS' RFID technology continuously outperformed other vendors in both accuracy and reliability. An innovator in the shipping and logistics industry, Horizon Lines was seeking a solution that would enhance the visibility of all assets while in transit. This required a system that could withstand extreme temperatures as low as -50 °F, and which would provide reliable mission-critical data and accurate long-range, high-speed data capture.

Further enhancing IDEN TEC SOLUTIONS' patented RFID Intelligent Long Range technology is industry-specific software that was developed to address Horizon's precise requirements. "We worked closely with Horizon Lines and their technology subsidiary, Horizon Services Group, to develop an industry-specific tracking and reporting software that would ultimately benefit Horizon's customers by showing greater visibility throughout the supply chain," said Peter Linke, CEO and President of the Americas. "Horizon Lines needed a technology that was reliable in extremely harsh environments as well as provide critical data throughout the supply chain."

"Following extensive field testing, it became clear that IDEN TEC SOLUTIONS was the only vendor whose technology could meet our requirements," said Rick Kessler, Chief Information Officer for Horizon Lines. "Our needs were very specific, we needed a technology that could withstand extreme environments while providing accurate mission critical data. We were able to take it a step further and work with IDEN TEC SOLUTIONS and develop software that fully utilized their Intelligent Long Range technology, and are now able to offer our customers the most innovative logistics tracking system possible."

### **About Horizon Lines, Inc.**

Horizon Lines, Inc. is the nation's leading Jones Act container shipping and logistics company, accounting for approximately 36 % of the total U.S. marine container shipments between the continental U.S. and the three non-contiguous Jones Act markets of Alaska, Hawaii and Puerto Rico, and to Guam. The company is headquartered in Charlotte, North Carolina. More information is available at <http://www.horizonlines.com>.

### **About IDEN TEC SOLUTIONS**

Headquartered in Lustenau, Austria, with American headquarters in Dallas, TX, IDEN TEC SOLUTIONS' patented Intelligent Long Range (ILR) RFID technology and products are utilized by some of the world's largest companies to facilitate and better manage critical processes or to aid in the tracking of valuable assets in a completely reliable and secure method. IDEN TEC SOLUTIONS' Intelligent Long Range (ILR) active RFID System can identify, locate and track assets at a distance of up to 100 meters (300 feet) to deliver superior supply chain real-time visibility in dynamic, demanding environments. ILR is used to streamline business operations in a variety of areas including Work-in-Progress (WIP), manufacturing, vehicle tracking and container management, delivering substantial value to our customers. Over the past eight years, IDEN TEC SOLUTIONS has provided asset management solutions and support for a variety of organizations including an impressive roster of Fortune 500 clients such as Volkswagen, Deutsche Post and General Electric. More information is available at <http://www.identecsolutions.com>.