

New Buyer's Guide enhanced listings and a Request for Quote tool will enable readers to quickly contact vendors.

June 30, 2008—*RFID Journal* has taken its *Buyer's Guide to RFID Resources* online. The new *Buyer's Guide* features enhanced listings and a more sophisticated search engine enabling *RFID Journal* readers to search for specific companies, as well as firms that sell particular types of technology (active tags, passive high-frequency tags and so forth), products that use specific protocols (ISO 15692 or EPC Gen 2, for instance), or certain applications (such as access control/security, livestock management or inventory management).

"Based on reader feedback, we've expanded the *Buyer's Guide* and built a robust searchable tool enabling Web site users to easily locate and contact companies able to meet their technology needs," says Mark Roberti, founder and editor of *RFID Journal*. "We think this will help companies looking to deploy RFID find the companies that can meet their needs."

Vendors can be listed in the online *Buyer's Guide* for free by visiting www.rfidjournal.com/vendors/signup. Enhanced listings are available for a monthly fee.

In addition, *RFID Journal* soon intends to make its Request for Quote (RFQ) tool available to all visitors to the *RFID Journal* Web site, rather than just to premium members. The RFQ tool allows companies that have completed a search for vendors to fill out a single form and e-mail an RFP to any firms listed in the search results that they wish to contact, thereby helping them saving time and money.

"Our goal is to help end users find the technology providers that can meet their needs," Roberti says. "We think this version of the *Buyer's Guide* best serves the needs of end users of research products, as well as vendors and technology providers."