

New Searchable RFID Vendor Database

RFID Journal has introduced a new vendor database that allows end users to quickly find the vendors that provide the products and services they need.

Apr. 12, 2004—*RFID Journal*, the world's leading source of news and insights about RFID and its many business applications, has introduced a new searchable database that lets users quickly find companies that can provide the products and services they are looking for.

The database can be searched by type of company (for example, reader manufacturer, middleware provider and so on), by type of product (finished RFID labels, RFID consulting), by type of technology (active or passive, low frequency or ultra-high frequency) or by the type of application (access control, payment system, supply chain management and so on).

"More than 10,000 people a month have been perusing our vendor directory," says Mark Roberti, *RFID Journal's* founder and editor. "The directory was useful, but the new database will make it easier for our readers to find the vendors they are looking for."

Vendors wishing to be listed in the searchable database can fill out an online form. The information is checked, edited and then added to the system. To search the database, users simply check off the boxes next to the types of companies, technologies or solutions they are interested in.

"Our goal is simply to provide the tools that will help end users and potential end users get the information they need so that they can use RFID to cut costs and boost revenues," says Roberti. "This is just another value-added service that *RFID Journal* offers. We will be adding more in the future."

The RFID directory will remain, so end users who want to scan a list of companies offering one type of RFID product or service in a particular region can do so. The directory also includes a list of publicly traded RFID companies, for individual and institutional investors who want to purchase shares in companies that could gain from a rapid rise in sales of RFID-related products and services.

"There are a lot of struggling publishing companies trying to jump into the RFID space," says Roberti. "Our mission, from day one, has been to help companies take advantage of RFID technology. We will continue to build products and services that meet our readers' needs."

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