



## **RF IDEas Develops pcProx® Plus**

**Proximity and Contactless Smart Card Reader for 125 kHz and 13.56 MHz Cards.**

Dallas, Texas (10/12/2010) –RF IDEas, Inc., a leading provider of desktop and other proximity and contactless smart card reader solutions, is announcing pcProx Plus, a new reader that allows customers in both 125 kHz and 13.56 MHz environments to use the same reader, independent of card technology.

Today, proximity and contactless smart cards are used in many applications in addition to their traditional use as door access cards. Many businesses are using the same card their employees carry for door or parking lot access for identification to such applications as secure printing, single sign-on, kiosks, point-of-sale and more.

RF IDEas recognizes that not all proximity and contactless smart cards are easy to identify by sight.

“Since cards generally look the same, but occupy two different frequencies and come in numerous proprietary configurations, a product that can read both frequencies and numerous card types is a huge benefit,” says Rick Landuyt, President of RF IDEas. “By combining the proximity card reader with the contactless smart card reader we have created a product that reduces product line complexity to the customer while making installations easier and faster, which is sure to please end users.”

RF IDEas will be giving technology demonstrations of this new product at the ASIS show from October 12-14 in Dallas, Texas.

The new pcProx Plus reader is the first product in a new family of products from RF IDEas that combine 125 kHz and 13.56 MHz technologies.

\*This product is not offered for sale pending FCC approval.

### **About RF IDEas:**

Schaumburg, IL based RF IDEas designs, develops, and manufactures card readers that support nearly every proximity, contactless smart card and magnetic stripe card technology worldwide. RF IDEas readers come in many different form factors and are used in hundreds of applications and OEM solutions including: secure printing, kiosks, building and door access, point-of-sale and computer logon. In addition to card readers, RF IDEas offers Wiegand converters and Software Developer’s Kits. For more information visit [www.RFIDEas.com](http://www.RFIDEas.com) and follow us on Twitter at [www.twitter.com/RFIDEas](http://www.twitter.com/RFIDEas). To view a variety of applications used with RF IDEas card readers, visit [www.youtube.com/RFIDEas](http://www.youtube.com/RFIDEas).

### **Contact Information:**

For more information contact us at: [sales@RFIDEas.com](mailto:sales@RFIDEas.com)