

March 2009

RFID Reader family OBID[®] *classic / classic-pro* was awarded with the famous international Design Award GOOD DESIGN*



Wall-mounted reader ID RW02.10 / ID CPR02.10



Desktop Reader ID RW40.10 / ID CPR40.30

FEIG ELECTRONIC won the „International Award Good Design 2008“ by The Chicago Athenaeum: Museum of Architecture and design for the new designed RFID Reader family OBID[®] *classic / classic-pro*.

The “International Award Good Design” is said to be the worldwide most famous award for new product design and is awarded by The Chicago Athenaeum: Museum of Architecture and design, annually.

Awarded design paired with highest functionality

The awarded reader design is used in the 125 kHz product family OBID[®] *classic* (supports hitag[™], Unique, EM4102 etc.) as well as in the 13.56 MHz product family OBID[®] *classic-pro* (supports ISO14443 transponders like mifare[®], my-d[™], Jewel[™] same as ISO15693 transponders).

The wall-mounted readers ID RW02.10 / ID CPR02.10 are used in access control applications especially and withstand any critical design requirements by architects and facility managers.

Very thin and equipped with USB or serial interface desktop readers ID RW40.30 / ID CPR40.30 are used especially at the Point of Sale at cash registers, terminals or reception desks. Due to their balanced appearance they can be integrated in every surrounding without any problem.

„We are very happy about this great award“ tells us the responsible product manager Michael Rödig. „Co-operation of the FEIG development department and our assigned design agency for several months was very profitable. Today we are able to offer product families, combining attractive design and highest functionality, way beyond competition.”

„The new design conception is well-received by our customers and is an eye-catcher at every exhibition“ explains marketing manager Andreas Löw. „Together with the great product variety regarding to interfaces and cryptographical upgrades we are in a very good position to place our products in applications like Ticketing, ePayment or NFC-based applications.“

OBID® - RFID by FEIG ELECTRONIC

About FEIG ELECTRONIC GmbH

FEIG ELECTRONIC is a German, worldwide leading manufacturer of RFID reader systems.

OBID® readers are in use worldwide – they are developed, manufactured and distributed by FEIG ELECTRONIC worldwide.

OBID® readers are developed according to public RFID standards, in very closed collaboration with every leading manufacturer of transponder chips.

OBID® readers are available for all common frequencies as LF, HF and UHF.

www.feig.de

*The Chicago Athenaeum: Museum of Architecture and Design