



Rush Tracking Systems Acquires International Paper's Patent Portfolio for Automated Scanning

Industry leader bolsters innovative VisiblEdge RFID lift truck solution with patents covering automated scanning devices combined with location systems, integrated into material handling equipment for the purpose of tracking inventory and physical assets

Kansas City, Kans. ([PRWEB](#)) July 16, 2009 -- Rush Tracking Systems (www.rushtrackingsystems.com), an industry-leading RFID business process consulting and systems integration company, today announced the company's acquisition of a robust portfolio of intellectual property and patents from International Paper. The patent portfolio serves to further bolster VisiblEdge™, Rush Tracking Systems' innovative RFID-enabled lift truck solution.

The acquired patents consist of intellectual property designed to support the use of automated load scanning devices combined with a location identification system, as integrated into material handling devices for the purpose of tracking and managing physical inventory and other material handling assets. Originally developed in the late 1990s by International Paper to track paper rolls in its manufacturing plants and finished goods warehouses, the intellectual property portfolio was further enhanced in the early 2000s by ASURYS, International Paper's RFID internal venture, to capture additional concepts including event detection, load discrimination filtering, and other product categories.

"With the acquisition of this intellectual property, Rush Tracking can now provide the market-leading functionality and reliability of VisiblEdge, as well as the customer confidence that the solution is backed with significant patent protection provided by this robust portfolio of intellectual property," said Scott Andersen, vice president of professional services for Rush Tracking, and a former member of the ASURYS team that developed the technology. "Rush Tracking has prior art on file as far back as November 2002, which is an added plus considering the growing interest in benefits afforded by lift truck-based RFID solutions."

Rush Tracking Systems will provide additional information on this intellectual property during its July 21 webinar, to be presented with its strategic partner Sky-Trax: "Eliminate Operator Scanning and Optimize Warehouse Operations with Automatic ID and Indoor Positioning."

To register for the webinar, please visit:

<https://rushtrackingsystemsevents.webex.com/rushtrackingsystemsevents/onstage/g.php?t=a&d=661396286&Source>

VisiblEdge RFID-enabled lift trucks with optical positioning provide load ID and business location data to a backend WMS or ERP, with accuracy to within inches. This enables VisiblEdge users to optimize RFID lift truck fleet operation and management using truck location and run-time data. VisiblEdge can support location-based services such as automatic shipping and receiving and integrates with backend applications with no direct labor.

VisiblEdge is a complete turnkey packaged solution that combines RFID data collection devices, load detection sensors, and positioning data with the market-leading VisiblEdge software to automate the process of turning the physical movement of assets into business events which can be sent to back-end applications. VisiblEdge is the culmination of significant development efforts, years of collective experience and successful field



deployments by Rush Tracking Systems. VisibleEdge enables unprecedented granularity for identifying and tracking the status and location of goods and assets. This data supports improved operational control with greater inventory turns and accuracy, improved shipping and receiving accuracy, streamlined material movement, improved labor productivity and reduced working capital.

VisibleEdge is ideally suited for industrial manufacturing and warehousing operations supporting business processes such as WIP tracking, automated shipping and receiving, returnable container tracking, waste management and other hands off asset tracking applications. VisibleEdge enables organizations to automatically capture lift truck locations, and determine and verify pickup status and location of loads without any required operator scanning or typing.

About Rush Tracking Systems

Rush Tracking Systems provides world-class RFID systems integration and business process consulting services for organizations looking to maximize the business value and performance of investments in RFID tracking technologies. The company offers unsurpassed RFID technical expertise and market-proven products from the industry's leading manufacturers.

As RFID industry veterans, Rush Tracking has the experience and integrity to recommend, build and deliver the right tracking solutions to meet our clients' business needs. The company has proven expertise in industrial manufacturing, aerospace and defense, automotive, pharmaceutical, consumer packaged goods, retail, and petrochemical industries. Call (913) 227-0922 or visit www.rushtrackingsystems.com for more information.

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Rush Tracking Systems

<http://www.rushtrackingsystems.com/solutions.asp?c=visiblEdge>

913-209-3860

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