

# ReadyTrace, Inc.

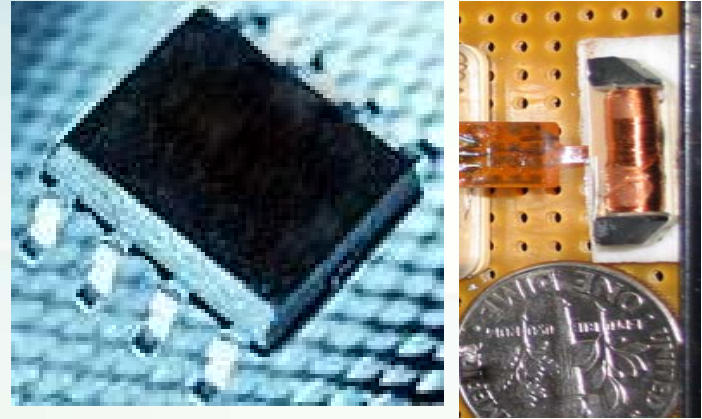
## Product-Centric Recall Notification

Reduces Manufacturer and Retailer Exposure  
to Product Liability Through Effective User  
Notification Using Product Notice Receiver  
Technology

**Jack J'maev**  
**President & CEO**

# Product Notice Receiver

- **PNR Chip**
  - Self-Powered Products
  - Less Than \$1
  - Optional Antenna < \$1



# Product Notice Receiver

- **Module – 10 Year Life**
  - Self Contained Unit Including:
    - PNR Chip
    - Battery
    - Antenna
    - Indicator
  - Less Than \$2 each



# Product Notice Receiver

- **Component Aware Chip**

- Auto Industry
- Aviation Industry
- Heavy Industry Applications
- Military Applications



# RFID Option

- **Two Classes of High Risk Products**

- PNR Candidates - Greater than \$50 Retail Value
- RFID Candidates - Low Cost, High Volume Products

- **Recall Orb**

- Senses, Creates Inventory – Uses RFID
- Alerts Consumers of Recalled Products
- Sold to Consumers



# The ReadyTrace System



## RECALL ALERT!

- Call 1-800-555-5555; or
- Go to [www.babytrend.com](http://www.babytrend.com)



# Benefits

- **Product Notice Receiver (PNR)  
Integrated into Manufactured Goods**
  - Low Cost Alternative
  - 3 Versions – Chip, Module, Component Aware Chip
- **Recall Message Directed to the  
“*Current Product User*”**
  - Recall Effectiveness Improved from 10% to 90%
- **Consumers Notified Immediately**
  - Fewer Injuries
  - Reduced Losses to Manufacturer and Retailer
  - Chip Provides Evidence of Notification

