



CipherLab Mobile Computers Track Red Blossom Strawberries from Field to Table

Agricultural Data Systems selects CipherLab's wireless data capture hardware for use in the industry's first Web-enabled trace-back system for produce

PLANO, TX — May 21, 2007 — CipherLab, a leading innovator in Automated Identification and Data Capture (AIDC) for the retail, warehouse and distribution markets, today announced that Agricultural Data Systems (ADS), a global specialist in agricultural data management solutions, has deployed its wireless handheld mobile computers at Central California's Red Blossom Farms. Red Blossom Farms, one of the nation's premier strawberry producers, is using the CipherLab 8300 Light Industrial Mobile Computer in a groundbreaking produce tracking system – the first in the nation to include an online component accessible by consumers.

“After the E.coli outbreak in spinach in 2006, we wanted to go beyond the industry standard, which was to track strawberries by the carton, and find a way to give consumers access to expanded information about our produce,” said David Lawrence, president of Red Blossom Farms. “Now, through our Web-enabled system, customers at all levels of the distribution chain can use a unique trace-back code on each container of Red Blossom strawberries to view its relevant data – from the produce's origins to its final destination.”

To create this unique trace-back system, California-based ADS, a CipherLab Solution Certified reseller, designed a complete network that utilizes the CipherLab 8300 handheld wireless mobile computers to collect and transmit the barcode data on each clamshell packing carton from the field. This information is then uploaded daily to the website at <http://www.rbtrace.com>.

“We've been impressed by the durability of the CipherLab units, particularly in the harsher environment presented by our growing fields,” noted Mani Motamed of ADS. “We haven't had a single unit need repair due to the elements. We also like the fact that the handhelds are easy to configure with our software and that they are so easy for field workers to understand and utilize.”

“Given our history of delivering successful AIDC solutions to the grocery marketplace, it seems natural to move into the produce distribution chain with deployments such as the one ADS designed for Red Blossom Farms,” explained Robert Hossary, vice president-USA for CipherLab. “The CipherLab 8300 series is an especially good choice for this scenario because it's designed specifically for use in harsher conditions. Its weatherproofed casing can withstand the elements in the field, and with more than 100 hours of battery power, it gives Red Blossom's workers high performance over long periods of time.”

About Red Blossom Farms

Based in Salinas, CA, Red Blossom Farms is one of the state's leading producers of top quality berries, expanding from 75 acres of production in 1999 to nearly 1600 acres of berries in 2007. More can be found on the web at <http://www.redblossom.com>.

About Agricultural Data Systems

For over 20 years, Agricultural Data Systems (ADS) has been developing quality products with proven performance in tracking produce and harvesting labor. The company specializes in cost-effective solutions to data management problems using state-of-the-art hardware and software. With over 750 clients in the United States, Canada, Latin America and Europe, ADS offers easy and efficient ways to collect and manage data. The company headquarters are in Laguna Niguel, California. More can be found on the web at <http://www.touchmemory.com>.

About CipherLab

CipherLab is a global leader in the design, manufacture and marketing of AIDC (Automatic Identification and Data Capture/Collection) products and systems. The company's mobile computers and scanners are integrated into the networks of some of the world's best known logistics, retail, distribution, government installations and healthcare companies, helping them run more efficiently and effectively onsite and on the road. Headquartered in Taipei, Taiwan with North American offices in Plano, TX and operations in EMEA, the Americas, Asia Pacific and China, CipherLab is publicly traded on the Taiwan stock exchange (Taiwan OTC: 6160). More can be found on the web at www.cipherlabsolutions.com or www.cipherlab.com.

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