

SOURCE: Arada Systems



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Arada Systems Announces Complete WLAN-Based RFID Solution Featuring Atheros ROCm® Technology

SUNNYVALE, CA--(Marketwire - January 7, 2009) - Arada Systems, a leading developer of next-generation WLAN software, today announced the availability of its Loc-Air technology platform, the industry's only 802.11a/b/g-based, low-power, wireless design for applications including RFID, sensor networks, security devices and consumer electronics. The new solution leverages Atheros' market-proven ROCm technology for mobile WLAN, which delivers the industry's highest performance, integration and breakthrough low-power. The Loc-Air complete hardware and software solution from Arada Systems is the world's first RFID 802.11a/b/g solution. It can deliver up to 10 years of operation on a standard double-AA battery. With a unique architecture designed to enable industry-leading power efficiency, the solution targets a new range of sensor applications for Enterprise, SMB, and verticals including security, medical, and automotive tolling. The production-ready reference design features Atheros' 802.11a/b/g WLAN technology with a tuning range of 2.3-2.7GHz and 4.9-5.95GHz, as well as Atheros' single-chip GPS technology, an accelerometer, and a temperature sensor that can be customized to meet the demands of various market segments.

"Arada Systems' Loc-Air technology platform is enabling a new class of applications that require extraordinarily low power consumption and enable a host of new applications and markets that extend beyond more traditional WLAN applications such as routers and laptops," said Praveen Singh, president and CEO of Arada Systems. "We are pleased to be the first to offer an RFID solution that delivers the benefits of the full spectrum of both the 2.4 and 5GHz wireless bands. With Atheros' market-proven, cost-effective mobile WLAN solution behind us, I am confident that we will deliver a highly reliable technology to satisfy even the most demanding industrial requirements for high-performance RFID."

"Arada's entry into the RFID market with its innovative wireless-enabled Loc-Air technology should expand the adoption of WLAN-based locationing applications in a wide array of markets including healthcare, transportation and security," said Amir Faintuch, vice president and general manager of the mobile business unit for Atheros. "We are pleased that Atheros' ROCm technologies for WLAN and GPS will support Arada's RFID platform with unmatched wireless performance and versatility, with a cost structure that meets the requirements of the emerging, low-power, Wi-Fi sensor and location markets."

Arada Systems Loc-Air Solution Details

Arada Systems is a technology innovator in the WLAN software and systems area and focuses on developing cutting-edge applications of Wi-Fi for Enterprise, SMB, Outdoor, Automotive and other emerging markets. Arada's Loc-Air solution is comprised of a customizable reference design that incorporates Wi-Fi and GPS technologies, an accelerometer, and temperature sensor as well as a software platform that allows customers to easily develop and deploy solutions. By adding expanded frequency support, LocAir enables 2.3-2.7GHz, 4.9-5.95GHz, channelization from 20Mhz, 10MHz and

5MHz, which covers the Wi-Fi®, WiMAX, Public Safety, Automotive (802.11p) and all proprietary bands all over the world.

Availability

The Arada Systems Loc-Air evaluation kit is available today from Arada Systems.

About Arada Systems

Arada Systems is a leader in advanced software solutions based on Atheros' world-class Wi-Fi chipsets. Arada Systems offers a wide array of products, services, testing solutions licensing solutions. Arada Systems provides solutions to customers that are developing leading-edge applications of Wi-Fi in the enterprise, outdoor, automotive, industrial and consumer electronics market segments. Consisting of a versatile team of leading wireless experts from Atheros Communications as well as other Wi-Fi companies, Arada Systems has the expertise to solve complex issues regarding the use of WLAN technology in a variety of applications. Arada Systems is headquartered in Silicon Valley in Sunnyvale, CA with development centers in India's Silicon Valley in Bangalore. For more information, please visit: <http://www.aradasystems.com>.

<http://www.marketwire.com/press-release/arada-systems-announces-complete-wlan-based-rfid-solution-featuring-atheros-rocmr-technology-1248414.htm>