

LOWRY COMPUTER PRODUCTS INTRODUCES RFID PRODUCTS DESIGNED FOR RFID PHARMACEUTICAL APPLICATIONS

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At today's opening of INTERPHEX at the Jacob K. Javits Center in New York City, Lowry Computer Products announced that it will display an array of technology products targeted for radio frequency identification (RFID) pharmaceutical applications. Lowry - a manufacturer and integrator of wireless, RFID, bar code and data collection solutions – is located in booth #E2660 in the Pharma IT Pavilion, adjacent to the RFID Pavilion.

On display is a tabletop wrap-around automated labeling system, designed to wrap labels onto any cylindrical product and offered through Lowry's Paragon Labeling Systems division. "This turnkey solution is a great choice for applying bar code and pre-programmed RFID labels to pharmaceutical bottles," said Mark Brown, Lowry's V.P. of New Business Development. "It can handle product changes quickly and simply, and has the ability to label up to 100 parts per minute."

An RFID product of the future for pharmacies, also on display in the Lowry booth, is an Electronic Product Code (EPC) Generation 2 Mousepad Reader. The Gen 2 Mousepad Reader has a tunable RFID read-range from one inch up to six feet, and is designed for point-of-sale terminals, item level kiosks, and similar applications. "Lowry is pleased to partner with product developer Integral RFID, a company based in Richland, Washington and recognized for its RFID innovation," said Brown. "The Mousepad Reader enables a user to read and capture data from prescription bottles tagged with RFID labels, cross checking filled prescriptions against prescribed medications." The Mousepad reads Class 0 and 0+, Class 1 and Gen 2 tags.

Pharmaceutical warehousing and distribution efforts will benefit from Lowry's Mobile RFID Cart, a comprehensive RFID supply chain solution. The Mobile RFID Cart, also on display in Lowry's booth, can run as a stand-alone encoding/printing application station for RFID labels. It can also connect to an existing host application via a wireless RFID network for enterprise printing, wherever RFID labels are applied to shipping cartons or pallets.

"RFID technology is sure to have a significant impact on the pharmaceutical industry in the coming months and years," said Brown, "as the industry strives to streamline its operations and eliminate counterfeit drugs from the pharmaceutical supply chain."

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About Lowry Computer Products

Lowry Computer Products, Inc. is a synergistic organization that offers innovative solutions, expert services, and leading edge technologies including wireless, RFID, bar code, and data collection. Lowry manufactures automated labeling systems for supply chain, packaging and RFID applications, and builds fully converted, 100% tested Smart Trac™ labels with Gen1 and Gen 2 inlays. Lowry's professional services team conducts site surveys, recommends and installs complete technology solutions, and determines optimal tag selection and tag placement for RFID applications. Lowry's certified technical services team and nationwide service network ensure that all printers and data collection hardware are well maintained, whatever the location. Lowry is a Founding Solution Provider of EPCglobal and a long-time member and supporter of AIM Global. To find out more about Lowry's comprehensive products and services, call 800-733-0210 or visit www.lowrycomputer.com.

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