

## NEWS RELEASE

RF Technologies®

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### **RF Technologies Announces the Upcoming Release of “*RTLS for Dummies*”**

**Authored by Its Chief Technology Officer, Ajay Malik**

*Advises on how to select, invest in and deploy  
Real Time Location System technology (RTLS)*

**Brookfield, Wis., April 6, 2009** – RF Technologies®, a leading provider of Wi-Fi real-time locating systems, (RTLS), radio frequency identification systems and healthcare security solutions, announces that its Chief Technology Officer, Ajay Malik, has authored [\*RTLS for Dummies\*](#). This hands-on guide is arranged in the well-known and easy-to-follow “For Dummies” format, on how to understand and implement Real-Time Locating System technology, or RTLS.

“I wrote this book to provide a resource for people wondering how to best use Real-Time Locating System technology and benefit from its unique abilities, which allow significant improvements in workflow management, compliance, safety and security,” stated Ajay Malik, Chief Technology Officer at RF Technologies and author of *RTLS for Dummies*. “RTLS can be achieved using many different technologies, such as Light, Camera Vision, Infrared, Sound, Ultrasound, Bluetooth, Wi-Fi, Radio Frequency Identification (RFID), ZigBee, Ultra Wideband (UWB), GPS, Cellular, TV Signal, etc., so it's crucial to understand how different technologies handle different operational scenarios — especially how they respond to adverse conditions. This book gives you the inside track on many technologies, if not all, to help you make an informed decision on which technology will work best for you.”

*RTLS for Dummies* provides the necessary details on RTLS, including an explanation of its capabilities, a tour of the methodologies, information on how to determine an organization's RTLS needs and guidance on how to select the right system. Preparing for installation is also covered, from outlining goals to conducting a pilot test. Another important component, implementation, explains how to properly train staff, assess whether a system is working as desired and determine return on investment.

Additionally, the book advises on the most common pitfalls of RTLS implementation and how to handle such issues. Providing further insight, *RTLS for Dummies* gives specifics on how to monitor and secure a RTLS system, including establishing performance metrics and managing security issues such as network attacks.

Specific information found in *RTLS for Dummies* includes:

- An overview of RTLS and its uses
- Explanations of underlying technologies
- How to integrate RTLS into other business applications

- Comparative detail on technologies that enable different types of locating
- Tips for evaluating RTLS vendors
- Essential RTLS resources and references
- Tips for getting the most out of batteries used in reference tags
- Privacy issues related to RTLS

Malik brings nearly 20 years of engineering and management experience to his position of Chief Technology Officer with RF Technologies, Inc. He was head of software and innovation in the Wireless LAN Division (originally Symbol Technologies acquired by Motorola), and was the principal architect of the Motorola RF Switch. He championed the Motorola Location engine supporting multiple RTLS technologies as part of the RF Switch. He holds a B.E. in Computer Science and Technologies from IIT Roorkee, India. He has over 20 patents issued or pending.

*RTLS for Dummies* is a reference book that is helpful for anyone interested in learning more about RTLS, from the person dealing with the technology for the first time to an RTLS-solution provider. It is available wherever books are sold.

### **About RF Technologies**

RF Technologies is a leading provider of comprehensive, integrated RFID Safety and Security systems, Wi-Fi RTLS systems, and healthcare enterprise solutions. With an installed base of more than 10,000 systems worldwide, RF Technologies specializes in state-of-the-art healthcare solutions for senior care facilities and hospitals, including Code Alert<sup>®</sup> Wandering Management, Wireless Call and Fall Management Solutions, Safe Place<sup>®</sup> ED and Infant Security Solutions, and PinPoint<sup>®</sup> RTLS Location-Aware Solutions. The company is credited with inventing the first RFID infant security system, which was designed and developed by nurse clinicians. It was the first in the industry to invent Peer-to-Peer Wi-Fi RTLS, and to offer Remote Monitoring, RF Consulting and 24X7 technical support by RF Technologies' staff specialists and a nationwide service management team. [www.rft.com](http://www.rft.com)

### **About For Dummies<sup>®</sup>**

With near universal name recognition, more than 150 million books in print, and over 900+ topics, For Dummies is the world's bestselling reference series. With loyal customers around the globe, For Dummies enriches people's lives by making knowledge accessible in a fun and easy way. Described by the N.Y. Times as "more than a publishing phenomenon, but a sign of the times," For Dummies span every section of the bookstore, covering everything from health to history, music to math, sports to self-help, technology to travel, and more. The Dummies brand has expanded into new products and categories with an extensive licensed product line, including fitness and hobby DVDs, grilling kits, business software, cleaning products, automotive kits, craft kits, and apparel. For more information, visit [Dummies.com](http://Dummies.com). For Dummies is a branded imprint of Wiley.

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