

U.S. Department of Defense Determines RuBee (IEEE 1902.1) Wireless Has a HERO, Zero Safe Separation Distance (SSD) from Fused Ordnance

The U.S. Navy released a test report that shows RuBee Auto-ID wireless tags, handhelds and base stations have a zero (0) Safe Separation Distance (SSD) on HERO SAFE and HERO UNSAFE Ordnance. Other wireless technologies (RFID, WiFi, ZigBee, Bluetooth) have typical HERO SSDs of 3' to 12'.

STRATHAM, N.H., July 24, 2012 -- Visible Assets, today announced that RuBee (IEEE 1902.1) is the first wireless technology to be tested by the U.S. Department of The Navy with a zero Safe Separation Distance (SSD) for tags, portable handheld readers and base stations for HERO SAFE and HERO UNSAFE ordnance. The Report 8020/SER Q52/2250, "*Hazards of Electromagnetic Radiation to Ordnance (HERO) Safety Evaluation Test Report for Near-Touching Use of RuBee (IEEE 1902.1) Base Stations with Ranger Antenna, 1T Tags, and pRap Readers in Proximity To HERO UNSAFE /UNRELIABLE Ordnance*" dated May 18th 2012, is based on MIL STD 464C. Other wireless RF based technologies (RFID, WiFi, ZigBee, Bluetooth, UWB) have tags under the HERO test program that may be safely applied to ordnance, but the readers or integrators typically have SSDs of from 3' to 12'. Therefore, reading these RF based tags may become a risk near HERO UNSAFE ordnance, while RuBee tags can be safely read.

"This is a landmark result for RuBee and IEEE 1902.1, and is the first Auto-ID technology where both tags and readers have obtained a zero SSD under HERO tests for fused ordnance," said John K. Stevens, CEO of Visible Assets. "This means RuBee can safely provide real-time audits, accountability, pedigree, diagnostics and security to a wide variety of explosive devices, ordnance and munitions, stored in the many thousands of sensitive item stores and facilities around the world. RuBee wireless tags can be installed directly on or built into the devices and can be combined with a variety of sensors to help diagnose and manage the maintenance schedule, use and decommissioning of the devices. HERO zero SSD opens up many new important sensitive item Visibility opportunities for RuBee system and will help ensure the safety, control, visibility, and security of all sensitive items."

"HERO tests by the U.S. Navy is one of the most demanding and important RF safety programs in the world. Because RuBee is magnetic, not RF, the Navy had to develop a new magnetic safety test protocol for fused ordnance under MIL STD 464C," said Jason August, Chief Technology Officer of Visible Assets. "These test protocols have all been based on worst possible case scenarios with large safety factors. The outcome that RuBee tags, readers and base stations can be safely used on HERO SAFE ordnance, enables our existing military customers to expand their use of RuBee to all sensitive item stores."

RuBee is based on magnetic energy, not RF energy. RuBee works on and inside steel, as well as under water. RuBee provides asset security and visibility in harsh environments where RFID,

WiFi and ZigBee are unable to operate. Visible sells several integrated network, Three-Layer Security products, including Asset 20/20 and Armory 20/20™. Armory 20/20 provides real-time secure, fully automated weapons inventory, check in/out and ultra sensitive, exit/entry management. RuBee Three-Layer networks are all based on embedded Oracle software systems, and provide high security visibility, with no significant eavesdropping, tempest or target risk. RuBee is the only wireless asset visibility technology that is approved for use in secure areas within the United States. RuBee has no known intrinsic safety risks and is approved for use by the U.S. government for safe use on high explosives.

To view the full Navy HERO report, visit: (www.rubee.com/HERO).

About Visible

Visible Assets, Inc. is a privately held U.S. company, based in Stratham, N.H. Visible designs, manufactures and sells RuBee wireless real-time asset security and visibility networks based on the IEEE 1902.1 standard. Visible Assets provides its integrated visibility solutions through partners, including Epson/Seiko, National Oilwell Varco, Oracle, Marasel, SMi Group, Spearpoint, and Dasco Data. RuBee Visibility Networks are installed and working in numerous facilities and government sites throughout the world. Visible Assets, Inc. has an active RuBee licensing program. For more information, visit www.rubee.com.

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