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## PRESS RELEASE

### New technologies for data and product trasability are presented in SIBIU

Today, November 8th 2007, the conference **Identity-Based Tracking and Web-Services (TraSer)** took place at the **Continental Forum Hotel** in Sibiu. The event is organized by the Sibiu-based software house **Wittmann&Partner**, as partner in the EU research project TraSer.

We had as guests and speakers Zoltan Torkos, Product/Business Development Leader from **Innotec Magyar Kft** and Zsolt Kemeny, representative of the **Computer and Automation Research Institute** from the **Hungarian Academy of Sciences**.

**The focus of discussions: RFID technology and business processes**

RFID technology is complementary to bar code systems, combining the advantages of microchips and communication by radio frequency.

Sibiul was chosen as event site because it represents a powerful industrial pole. Thus, some of the most important companies in the region have taken an active interest in this subject: **ThyssenKrupp Bilstein Compa, Elis Pavaje, Continental Automotive Systems, Scandia Romana SA, Kuhnke Production.**

The presentations and discussions were focused on news, examples and demonstrations regarding the use of **RFID technology** and **ERP solutions integrated with RFID** for data and product tracking. Implementing this type of logistic systems in manufacturing, logistics or transportation companies is eligible for EU financing through structural funds.

**About TraSer**

TraSer is an **EU FP6** funded project (Information Society Technologies, ICT for Networked Businesses) with a development duration of 3 years (June 2006-May 2009). The **technological objective** is to understand how to integrate innovative product-centric solutions with existing transaction processing solutions, and how an open source application development platform can be effectively utilized by individual SMEs to develop network level services.

**About Wittmann&Partner**

Wittmann & Partner is a software company based in Sibiu. Our activity is focused on developing Internet, Intranet, mobile or client-server applications for Windows and Linux/Unix platforms for Romanian and EU clients.