



## News Alert

### **RFID Application Using Infineon Chips Receives Innovation Award**

Neubiberg, Germany and Orlando, FL, USA – April 30, 2009 – At the "RFID Journal Live!" conference (April 27-29) in Orlando yesterday, the RFID (Radio Frequency Identification) industry announced winners of its 2009 awards program. Using RFID technology and PJM (Phase Jitter Modulation) chips from Infineon Technologies (FSE: IFX / OTCQX: IFNNY), the German weekly news magazine "Focus" was selected as the winner in the category "Most Innovative Use of RFID".

In about 100 specifically selected households which explicitly agreed to participate in the field trial tests, the "Focus" news magazine deploys RFID technology and PJM chips from Infineon to evaluate reading patterns and reading behavior of persons. Additionally, in cooperation with Magellan Technology Pty Ltd of Australia and the Austrian company RF-iT Solutions, the magazine developed a specific RFID reader unit that provides data on per-page-dwell-times of various members in the test households.

"We are very proud that 'Focus' magazine got an award for a successful application that perfectly shows the performance advantages of PJM: simultaneous read-out of many closely stacked tags and fast data transmission which is about 25 times faster than other RFID technologies," said Dr. Tilo Pannenbaecker, Vice President and General Manager, Business Line Personal & Object Identification, Infineon Technologies. "PJM technology makes this application possible."

Infineon is committed to further drive the RFID market and as licensee of the patented PJM technology grants sub-licenses for PJM reader technology to other reader manufacturers and RFID system integrators worldwide. Just recently Infineon sub-licensed PJM to Scemtec Transponder Technology GmbH being the first German hardware maker for innovative PJM solutions.

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**Media Relations Corporate:**  
**Worldwide Headquarters**  
**U.S.A.**  
**Asia**  
**Japan**  
**Investor Relations**

**Name:**  
**Monika Sonntag**  
**Mitch Ahiers**  
**Chi Kang David Ong**  
**Hiroataka Shiroguchi**  
**EU/APAC/USA/CAN**

**Phone / Fax:**  
+49 89 234 24497  
+1 408 503 2791  
+65 6876 3070  
+81 3 5745 7340  
+49 89 234 26655

**Email:**  
monika.sonntag@infineon.com  
mitch.ahiers@infineon.com  
david.ong@infineon.com  
hirotaka.shiroguchi@infineon.com  
investor.relations@infineon.com

### **Further details on the RFID project awarded for “Most Innovative Use of RFID”**

At date, about 100 households voluntarily participate in the field trial of the “Focus” magazine, which has an average number of 150 pages. Only the “Focus” magazines provided to these test households contain RFID technology. A tiny RFID label with an Infineon PJM chip inside is mounted onto each double page and enables the specific reader unit to measure the number and the length of reader contacts per double page. The uniqueness of the application demanded an application-specific reader and a chip solution that allows reading of stacked RFID labels that are only separated by one sheet of paper. Nevertheless the system was built using standardized ISO 18000-3 compatible chips and labels. The reader unit, which was developed by “Focus” magazine, Magellan Technology and RF-iT Solutions, is DIN A4 in size (approximately 21 centimeters (cm) x 29.5 cm).

In the voluntary field trial, “Focus” combines RFID technology with the classical copy test method which is used to measure advertising effects in particular consumer target groups. After using RFID technology for one week during reading, the persons who read the “Focus” magazine then undergo the classical copy test and are asked about their memories of editorial stories and ads. “Focus” expects first field trial results in June 2009. The news magazine “Focus” has a sold circulation of almost 740,000 units per week.

### **About PJM, today’s the most advanced RFID technology**

PJM technology is today’s most advanced high speed stackable RFID technology. For closely stacked objects (so-called “zero-separation”) PJM technology enables highly reliable identification of several hundreds to up to thousands of objects at a speed up to 25 times faster than other RFID technologies. PJM technology uses the high frequency range of 13.56 MHz and is a standardized solution fully compliant with the international standard ISO/IEC18000-3 mode 2. Infineon's PJM family comprises a portfolio of unique RFID solutions to track huge amounts of closely stacked items at extremely high speed.

### **About the RFID Journal Awards 2009**

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of radio frequency identification (RFID) or introduction of a valuable new RFID product or services. One of their goals is to foster adoption of RFID technologies by highlighting the best deployments and product offerings. For

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**Phone / Fax:**  
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+49 89 234 26655

**Email:**  
monika.sonntag@infineon.com  
mitch.ahiers@infineon.com  
david.ong@infineon.com  
hirotaka.shiroguchi@infineon.com  
investor.relations@infineon.com

2009, awards were presented in four categories: “Best RFID Implementation”, “Best Use of RFID to Enhance a Product or Service”, “Most Innovative Use of RFID”, “Best in Show”. The “Most Innovative Use of RFID” award is given to end-user companies for most novel use of RFID technology demonstrating how RFID technology is used in a new or unusual way to solve a business problem, deliver a return on investment to shareholders or improve customer service.

Further information on the RFID project of news magazine “Focus” is available at [www.medialine.de/rfid](http://www.medialine.de/rfid) and information on the “Focus” magazine at [www.medialine.de/index\\_en.html](http://www.medialine.de/index_en.html) or [www.focus.de](http://www.focus.de)

Further information on the RFID awards of RFID Journal is available at [www.rfidjournalawards.com/index.php](http://www.rfidjournalawards.com/index.php)

For further information on Infineon’s RFID product portfolio please see [www.infineon.com/rfid](http://www.infineon.com/rfid)

### **About Infineon**

Infineon Technologies AG, Neubiberg, Germany, offers semiconductor and system solutions addressing three central challenges to modern society: energy efficiency, communications, and security. In the 2008 fiscal year (ending September), the company reported sales of Euro 4.3 billion with approximately 29,100 employees worldwide. With a global presence, Infineon operates through its subsidiaries in the U.S. from Milpitas, CA, in the Asia-Pacific region from Singapore, and in Japan from Tokyo. Infineon is listed on the Frankfurt Stock Exchange (ticker symbol: IFX) and in the USA on the over-the-counter market OTCQX International Premier (ticker symbol: IFNNY).

Further information is available at [www.infineon.com](http://www.infineon.com)

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The German news magazine “Focus” published its news release on the “Most Innovative Use of RFID” award on April 29, 2009, in German language only. Please find it at: <http://www.medialine.de/deutsch/presse/focus-ueberzeugt-weltweit-mit-innovation-verlag-in-den-usa-geehrt.html,mp1001>

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+49 89 234 26655

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