

## **Hong Kong International Airport Selects Avery Dennison, Motorola, and Print-O-Tape, Inc. to Enhance Baggage Tracking**

*High-performance RFID system will provide better service to both the airlines and customers*

Avery Dennison RFID Division (NYSE: AVY) teamed with Motorola (NYSE: MOT) and Print-O-Tape, Inc. to supply Hong Kong International Airport (HKIA) with up to 70 million radio frequency identification (RFID) enabled baggage tracking tags. The multi-year contract was recently awarded to Motorola. HKIA was one of the pioneer airports to adopt RFID technology, which greatly enhanced the reliability and efficiency of its baggage handling system. The airport will use Avery Dennison's new AD-833 RFID inlays, Motorola's RFID hardware and Print-o-Tape's global expertise in baggage tag converting.

"To maintain its position as a premier regional and international aviation centre, HKIA is committed to providing our passengers with pleasant, hassle-free services and state-of-the-art facilities. The application of RFID is also another testament to our continuous efforts to achieve service excellence," said C K Ng, deputy director, airport operations, Airport Authority Hong Kong.

Unlike bar code-only tags, which require the scanner to be in the line-of-sight to read the tag, the AD-833 RFID tag, specifically designed around aviation needs, can be read at long distances without line-of-sight in any orientation. RFID systems are also more reliable, achieving average read-rates of more than 97 percent, much better than a barcode-only system's average of 80 percent. As a result, RFID tags allow more accurate tracking of baggage through HKIA's baggage system.

By empowering timely and accurate checked bag deliveries to the planes, airlines and passengers experience more on-time departures. In addition, the system reduces misdirected bags resulting in improved customer service.

"We are very proud to have been selected to provide the inlays for this important project," notes Jack Farrell, vice president and general manager, Avery Dennison RFID Division. "Teaming our broad knowledge of the design and manufacture of RFID tags, with Motorola's leadership and Print-O-Tape's specialized converting expertise has led to one of the most innovative RFID installations in the aviation sector."

HKIA currently tags passenger bags in multiple locations, including check-in counters in Terminal 1 and Terminal 2, in-town check-in desks in Kowloon Station and Hong Kong Station of Airport Express, and upstream check-in facilities in the Pearl River Delta area. Today, there are more than 70 airlines involved in this program.

Avery Dennison, Motorola and Print-O-Tape plan to work together on other RFID-based baggage tracking initiatives.