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JADAK Announces ThingMagic Elara

One of the first Plug-and-Play RAIN® RFID Finished Readers on the Market

Syracuse, N.Y. (March 21, 2019) - JADAK, a business unit of Novanta Corporation ("Novanta") announces the release of ThingMagic® Elara, a plug-and-play USB reader which enables easy addition of RFID into mid- and short-range applications. It's among the first products on the market to support a new developer-friendly interface between applications and RAIN RFID readers, the RAIN Communication Interface (RCI).

Based on the industry-proven ThingMagic Nano module, the Elara adds interface and operability features that allow engineers to minimize design efforts and quickly implement RFID in any application that requires mid- or short-range read distance. ThingMagic Elara supports autonomous workflows, permitting rapid creation of solutions without RFID expertise nor the use of SDKs and integration tools.

"We're very excited about ThingMagic Elara," said Alexander Brandl, the managing director of 7iD. "As one of the first to market integrated with RCI, this product significantly helped us to reduce design time and complexity, ultimately simplifying RFID integration in our future-proof software applications." 7iD creates Enterprise industrial IoT solutions for the digitalization of processes in large companies and organizations – vendor-independent and cross-technology and therefore supporting the connection between the physical and digital world.

JADAK also recently introduced ThingMagic EL6e RAIN RFID smart module for OEM customers, which is now also available to channel partners. The EL6e is the ideal all-in-one embedded RFID solution for short- to mid-range applications that require a quick path to integration. According to Kurt Matheson, JADAK Vice President of Marketing, "With the introduction of both the Elara and EL6e, JADAK is demonstrating our dedication to innovation by bringing plug-and-play capability into the RFID market."

Highlights of ThingMagic Elara include:

- Built around proven ThingMagic technology
- ARM based Cortex-M4 architecture and integrated antenna with read range up to 2 meters
- Standard USB connectivity with keyboard emulation and bi-directional COM interface capability
- Pre-loaded Autonomous Workflows to simplify integration, and enable software-free reader operation
- RAIN Communication Interface supports RAIN RFID technology standards
- Enclosure made of healthcare plastics

Both ThingMagic Elara and EL6e will be demonstrated for attendees in booth #545 at the RFID Journal Live Show, April 2-4 at the Phoenix, AZ Convention Center. The EL6e was recently nominated as one of the Top 10 New Products being shown at RFID Journal Live this year.

About JADAK

JADAK, a business unit of Novanta, is a market leader in machine vision, RFID, barcode, printing, and color and light measurement products and services for original equipment manufacturers. The business designs and manufactures detection and analysis solutions that help customers solve unique inspection, tracking, scanning and documenting challenges. JADAK is based in Syracuse, New York, with sales and technical locations across the globe. For more information, visit www.jadaktech.com.

About Novanta

Novanta is a trusted technology partner to OEMs in the medical and advanced industrial technology markets, with deep proprietary expertise in photonics, vision and precision motion technologies. For more information, visit www.novanta.com.