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| **DATAMARS Launches Its New Livestock Portable Reader "GES3S"**

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| *Lugano, Switzerland, July 15th 2011* - Datamars, a leader of high performance RFID-based solutions for animal and textile identification, revealed today its latest development in the field of livestock identification devices: with the GES3S reader, which is using latest technology to further enhance its successful predecessor - the GES2S - Datamars adds another best-in-class reading device to its product portfolio for livestock identification. "The GES3S Reader has been especially designed to satisfy the needs of farmers working in outdoor field conditions. Its robust design and 100% water-proof casing combined with the ergonomic shape makes this reader a powerful and efficient reading device for any livestock animal which has been given an electronic ID", says Franz Schoepf, Marketing Director at Datamars.As fully vertically integrated supplier of RFID systems, Datamars develops, manufactures and markets all of its products, ranging from electronic ear tags, transponders, readers and antennas. With the GES3S reader, Datamars continues the tradition of bringing product innovation to its selected core markets."Apart from the increased reading performance, both with HDX and FDX-B transponders, the GES3S features a big colour display, a 1 GB memory card, a long-lasting battery and Bluetooth interface. Moreover, the reader comes with the new 'Rumisoft' software package that allows fast and easy management of livestock application files" adds Kilian Romero Pijoan, Sales Director at DATAMARS and General Manager of DATAMARS Trazabilidad SLu. in Barcelona. |

**About Datamars**Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the textile and animal identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs around 350 employees globally with offices in Europe, Asia, and the Americas.

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