

RF Code Signs ITM Communications as First UK Partner

—Specialist in Energy Efficient ICT Infrastructure becomes First UK partner for Innovative Wire-free Environmental Monitoring and Asset Management to Support Green Agenda and Cloud Computing—

AUSTIN, TX (March 15, 2011) —[RF Code](#), a leading provider of active IT asset management and [wire-free](#) environmental monitoring solutions, has announced [ITM Communications](#) Ltd as its first certified partner. This announcement follows the February launch of the RF Code [European Channel Program](#). Bringing a depth of industry knowledge to the field of energy efficient ICT design, implementation and support, ITM has completed both sales and technical training on RF Code solutions.

ITM has also invested in a demonstration suite at its facilities in Milton Keynes to highlight the value of RF Code in automating the real-time [discovery, tracking, monitoring and management](#) of high-value physical IT assets found in diverse environments, including: including data centres, and geographically dispersed enterprises, health care, government, corporate and educational organizations as well as in logistics applications across industries. The suite also provides a full spectrum of [environmental monitoring solutions](#) which help firms achieve compliance with the CRC Energy Efficiency Scheme and the EU Code of Conduct for Data Centres by providing access to real-time energy consumption information.. ITM will use RF Code technology to help monitoring and react to energy consumption to achieve a reduction in operating costs within data centres and help clients meet Corporate and Social Responsibility (CSR) goals.

Commenting on the relationship, ITM's Sales & Marketing Director, Mark Barber, said: "We see our relationship with RF Code as highly strategic and we are very excited to be working with such innovative technology and solutions that will undoubtedly help our customers to better manage their IT assets and physical environments."

Since it founded in 1978, ITM Communications, whose revenues are in excess of £10m, has become a highly respected provider of service focused on Information and Communications Technology (ICT) infrastructure solutions. With offices in Milton Keynes and London, ITM has won plaudits for its adherence to best practice standards such as Contractors Health and Safety Assessment Scheme, BICSI, ISO 9001 and the EU code of Conduct for Data Centres. The firm delivers ICT infrastructure services and solutions to the corporate, financial, government, defence, healthcare, construction, systems integrator and outsourcer markets in the UK, Europe and Middle East.

"We are actively encouraging customers to come and see proof of concept on a range of wire-free monitoring solutions at our Milton Keynes facility or on their sites with our mobile demonstration kit," Barber adds.

ITM is the first of a number of partners currently undergoing training and certification as part of a push by RF Code into the UK and wider European market. "We are incredibly pleased to have such a highly respected partner as ITM as our flagship in the UK," explains Adrian Barker, European Sales Director for RF Code, "Companies like ITM have enough depth of knowledge and experience to understand the real world challenges that real-time asset management can help to solve."

RF Code is used in all manner of projects from tracking high-value portable equipment likes notebooks, medical equipment and even containers within warehousing applications all the way through to servers within racks. The RF Code solution leverages active RFID technology, active hardware and software that can also integrate with environmental data collection systems to help with capacity planning, security and energy management processes. Recent data from analyst firm ABI Research indicates that the value of the overall RFID market will pass the \$6 billion mark this year.

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About RF Code, Inc.

RF Code is a leading provider of active IT asset management and environmental and power monitoring solutions as well as a leader in providing technology used by third parties to enhance their solutions. The company's unique active RFID-based solutions provide IT professionals with a more efficient, cost-effective approach to managing IT assets and keeping technology environments in an optimal state. RF Code's fully automated, wire-free solutions significantly reduce costs, eliminate manual labour, and deliver an immediate return on investment. <http://www.rfcode.com>

ABOUT ITM Communications

Established in 1978, ITM Communications is a well-respected provider of service focused ICT infrastructure solutions with revenues in excess of £10m. We operate out of two offices in Milton Keynes and London; employing approximately 80 people throughout the UK and EMEA. Our clients are in the corporate, financial, government, defence, healthcare, construction, systems integrator and outsourcer market sectors – the common thread being that they all have demanding ICT infrastructure requirements within their buildings and data centres.

Regardless of the size of the requirement, our guiding philosophy, and a shared ethos throughout the company, is to offer clients several key benefits. We believe these set us apart from our competitors and we encourage prospective clients to speak with our existing ones as a key step before placing their trust in us. <http://www.itm.uk.com>

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