

A New Vision for RFID



In 2004, a team of advanced signal processing and deep space communications scientists and engineers led by Dr. Ramin Sadr formed Mojix® Inc with the vision of applying the technical breakthroughs in deep space communications to the commercial wireless infrastructure industry. The result is a commercial passive RFID reader system with capabilities orders of magnitude beyond previous RFID reader offerings, and a new generation of RFID system technology that eliminates the economic and technical barriers to large-scale, high-volume RFID deployment to deliver on the full promise of RFID.

Economic Breakthrough for RFID

The leaps in functionality delivered by the Mojix STAR™ system enable organizations to advance far beyond today's isolated RFID read points and achieve genuine RFID ubiquity in an economical manner. For the first time, users are able to leverage one system to address all auto-identification needs, from presence detection to precision location tracking to security and authentication. A single system can be deployed to read and verify all RFID tags across an entire retail location, massive warehouse or outdoor yard, with a single point of management, non line-of-sight capability, and a reliable read rate of excited tags exceeding 99.9 percent. And the system can quickly and cost-effectively scale to accommodate increases in tag density, coverage area or concurrent activities and applications. These advantages and more are enticing organizations to take a fresh look at the business benefits of RFID, propelling the industry forward as they make passive RFID not just viable for many more applications, but the enabler of new generations of applications to come.

Customers and Markets

The Mojix STAR system enables implementation of cost-effective and reliable RFID systems for supply chain and asset tracking applications across multiple industries. Mojix customers include Fortune 50 innovators in supply chain management across markets including DoD supply chain, transportation,

manufacturing, construction, oil and gas, perishable foods, retail, logistics, and aerospace.

The Mojix STAR™ System

The offering powered by this new technology, the fully FCC and EPC Gen 2-compliant Mojix STAR system, delivers breakthrough functionality across multiple dimensions, providing:

- 100,000 times the receiver sensitivity of previous solutions—50db link budget improvement indoors
- 20 times the range of conventional RFID readers—more than 600 feet/200 meters
- 100 times greater coverage area than conventional systems—up to 250,000sq feet/25,000sq meters with one STAR system
- Verification of 100% of tags on RF-challenged material
- Expanded utility of passive RFID—location estimation, security and authentication

These breakthroughs are the result of new signal processing technology perfected in deep space applications to detect extremely faint signals, combined with an innovative new systems architecture and rich reader management capabilities. Together they make it possible to economically deploy RFID in immensely large contiguous spaces and across multiple, simultaneous, real-time business processes with unprecedented levels of accuracy, reliability and scalability.

Quick Facts

- Founded in 2004, venture funded in 2005, and 2007
- \$27.5 million in venture funding
- 40+ personnel

Mojix Milestones

- June 2006 – Proof-of-concept
- August 2006 – Field trial of alpha system
- December 2006 – Field trials of beta system
- Q3 2007 – Customer field trials
- Q2 2008 – Public launch
- Q4 2009 – 25 customers



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Management Team

Dr. Ramin Sadr, Founder & CEO

Telecommunications industry visionary, entrepreneur, researcher and executive. Holds 15 achievement awards from NASA for contributions to the US space program, and launched and led several successful high tech businesses based on his technology innovations. Held positions with Jet Propulsion Laboratory, IBM and Boeing. Holds Ph.D. in electrical engineering and computer science, UCLA.

Shawn Manesh, SVP Operations

Telecommunications, wireless and computer industry senior executive. Twenty years experience with private and public companies in managing business strategy, operations, business development and supply chain management. Holds BS Engineering degree, CSUN and MBA degree, Pepperdine University.

Dr. Jalal Alisobhani, SVP, Engineering

Senior engineering executive with more than 30 years experience leading engineering organizations developing satellite and wireless communications systems. Successful track record in delivering high volume commercial grade products for early stage to Fortune 100 companies. Held positions with NavCom Technology Inc, STM Wireless, and Magnavox. Holds Bachelors in Electrical Engineering, Brigham Young University, Masters and Ph.D degrees in Electrical Engineering from UCLA.

Mark Irvine, SVP, Global Sales

Experienced sales executive with successful career building and expanding worldwide sales, business development and field sales organizations for rapidly growing technology companies. Career spans multiple high growth industries, delivering outstanding revenue growth for early-stage and public companies. Held positions with WhereNet Corporation, Agile Software, Sybase and Systems Industries. Bachelor of Arts degree in Biology, University of Colorado.

Samuel Levy, SVP, Professional Services

Seasoned executive experienced in leading and building professional service, support, and training organizations deploying RFID and real-time location services (RTLs) offerings to modernize supply chain and asset management. Held positions with Zebra Enterprise Solutions, WhereNet, and PinPoint. Holds Bachelors degree in Computer & Electrical Engineering from Concordia University in Montreal, Canada.

Roelof Koopmans, Managing Director Europe

Telecommunications and IT industry senior executive with 20 years experience in management of sales, operations, marketing, product management and business development in high growth emerging technology markets. Held positions with Swisscom, Aspectra, Bluewin, and KPN Telecom. Graduate of University of Delft.

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Ramin Sadr – CEO, Mojix

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