

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, asset tracking and security applications across multiple industries. Mojix field trial customers include Fortune 50 innovators in supply chain management within the consumer packaged goods and retail segments. Other markets able to benefit from the advances of the

Mojix STAR system include DoD supply chain, transportation, manufacturing, construction, life sciences, and media and entertainment.

The Mojix STAR[™] System

The first 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
- \$22.5 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



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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. Christopher Jones, VP Advanced Technology

Wireless industry veteran, visiting staff scientist at the Jet Propulsion Laboratory, and expert in channel code design for deep space and direct broadcast satellite communications. Among the earliest employees of Broadcom. Authored more than 50 publications and holds multiple US patents. Holds BS, MS and Ph.D. degrees, UCLA.

Dr. John Gevargiz, VP Engineering

Telecommunications industry veteran in research, development, and management. Extensive experience in leading large engineering teams. Held positions with Boeing Satellite Systems, Ikanos Communications, GTE Laboratories, and JPL. Holds BS, MS and Ph.D. degrees in Electrical Engineering, Rensselaer Polytechnic Institute.

Robert Kowalik, VP Sales

Sales executive specialized in technology pioneer companies offering enterprise solutions worldwide with emphasis on active and passive RFID systems. Led sales efforts for PowerID, Ubisense, AeroScout, and PinPoint. Experience leading sales efforts from market entry through market leadership including sales and channel strategy and market development. Holds Bachelors degree from University of Wisconsin, MBA from Loyola University.

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.

Linda Prosser, VP Corporate Marketing

High tech marketing executive with successful track record in market development and brand positioning in high-growth markets. Held marketing leadership positions at Alien Technology, Exar, VLSI and Adobe, as well as at global communications consulting firms. Holds BA degree in Journalism from University of Missouri.

Damon Bramble, Senior Director, Customer Support and Service

RFID implementation expert. Vast experience executing strategic rollouts with Fortune 50 companies. Held positions with Alien Technology, RFID Solutions Center, Dayton, RF Code and PinPoint Technology. Holds BS in mechanical engineering, Massachusetts Institute of Technology.

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Rick Gold – Chairman, Managing Director, InnoCal Venture Capital

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Ramin Sadr – CEO, Mojix

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