



For Immediate Release

Syrma Technology to Highlight Innovative RFID Applications at 2016 RFID Journal LIVE! Conference

San Jose, California, April 28, 2016 – [Syrma Technology](#), a leader in global OEM electronics manufacturing, today announced a display of their full line of RFID tags will highlight their appearance at RFID Journal LIVE! 2016, May 3-5 at the Orange County Convention Center In Orlando, Florida.

RFID is a rapidly expanding technology which has proved extremely successful for complex, high-volume asset tracking. One notable recent application has been RFID tags incorporated into urban bicycle sharing services. RFID is an integral part of remotely tracking each bike away from the base station, as well as tabulating per-hour user revenue.

Syrma customer PBSC Urban Solutions, based in Montreal, Canada, chose 5mm Syrma tags as a key component of their proprietary tracking system. That system now networks over 45,000 “smart bicycles” and 3,500 solar-powered point-of-purchase base stations spanning 15 large cities around the world, as well as two major universities.

City governments from New York to Guadalajara are increasingly turning to bike-sharing as a viable alternative for alleviating urban traffic gridlock while significantly reducing carbon emissions from gas-powered vehicles. From 2012 through 2014, the total number of bike-sharing systems implemented worldwide increased an average of 20 percent, according to data from MetroBike, an independent bike-sharing consultancy. Increased consumer demand and more efficient technologies will combine to catapult bike-sharing to a \$6 billion global market by 2020, according to a forecast from consulting firm Roland Berger.

“Employing cutting-edge RFID technology has been absolutely essential for our technical platform and the overall success of our unique business model,” said Luc Sabbatini, PBSC CEO. “Syrma’s flexibility, quality and reliability have made them a valued partner in our manufacturing supply chain.”

Syrma has already delivered over half a million tags to PBSC as the company expands its global operations.

In addition to successful applications in bike-sharing, Syrma has delivered leading-edge RFID solutions serving multiple vertical industries, including medical instrument tracking, product authentication and inventory tracking, animal identification and food tracking, and performance management.

Syrma invites RFID Journal LIVE! attendees to learn more about their RFID solutions at booth #221.

About Syrma Technology

Syrma Technology provides global OEMs with electronics manufacturing services backed by strong engineering expertise to reduce risk and costs on product designs. From RFID technology and power electronics, to turnkey manufacturing services and custom magnetics, we produce high-mix, flexible volume products for telecom, networking and communications, power, industrial, medical, automotive and computing companies. Within the last decade, we have helped to design, manufacture and deliver more than 200 million products worldwide.

Syrma is headquartered in San Jose, California with multiple state-of-the-art manufacturing facilities including our 100,000 square foot location in Chennai, India. Syrma is a subsidiary of the Tandon Group, a technology holding group which has grown multiple technology companies since 1975 and provides resources to up-and-coming startups.

For more information, visit www.syrmatech.com. Follow Syrma on Twitter [@SyrmaTechnology](https://twitter.com/SyrmaTechnology).