



Gem-Where™ - Northern Apex's RFID Solution for the Jewelry Industry Gets a Facelift

Fort Wayne, Indiana, April 13, 2010, Northern Apex Corporation's enhanced and updated Radio Frequency Identification (RFID) jewelry solution, Gem-Where™ (www.gem-where.com) - proves to be the most durable, fast and high performing physical inventory scanning system to date.

After 5 months in the field, Northern Apex's improved jewelry inventory solution sets the standard for tag survivability and data accuracy. Craig Carnevale, President of Jewelry Computer Systems (point of sale software provider) stated, "The system is working wonderfully; our first install of the new version was a breeze and our customer loves it."

Gem-Where™ was created to remove one of the biggest hurdles many jewelry stores experience; taking a quick and accurate inventory of their jewelry. The improvements and modifications to the original solution have resulted in even faster and more accurate inventory scans.

Rick Raber, Chief Technology Officer for Northern Apex Corporation said, "The new and improved Gem-Where™ system is more conducive to the operational environment of the jewelry world." Raber continued, "Based on feedback from the field, our Gem-Where™ team implemented several engineering enhancements. The new solution negates many of the issues of working with RFID which were being experienced in our customer's jewelry stores."

Gem-Where™ RFID allows jewelry items to be read while they remain in place in the jewelry tray; unlike barcode, where each jewelry piece has to be removed from the tray to be read. Gem-Where™ is a quick and accurate way for jewelry stores to take a daily physical inventory, instead of putting it off to as a monthly, quarterly or annual task.

You can see Gem-Where™ in action, April 24 – 26, at the Smart Jewelry Show - Navy Pier, Chicago, IL. – booth numbers 115, 214 and 216. .

About Northern Apex:

Northern Apex (www.NorthernApex-RFID.com) is recognized and respected as a pioneer and a lead integrator in the world of RFID (*Radio Frequency Identification*) technology. Over the past ten years, Northern Apex has developed a reputation for innovation, customer focus and affordability providing RFID integrated components, engineered solutions and complete RFID turnkey systems. Northern Apex has fielded numerous custom RFID solutions by leveraging a keen understanding of the physics of RFID, a broad knowledge of the available technologies and a passion for customer service.

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