Hong Kong International Airport Selects Motorola, Avery Dennison and Print-O-Tape, Inc. to Enhance Baggage Tracking

--High-performance RFID system will provide better service to both the airlines and customers

HOLTSVILLE, N.Y., April 22, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Motorola, Inc. (NYSE: MOT) and partners Avery Dennison RFID and Print-O-Tape, Inc., have been awarded a multi-year contract to supply Hong Kong International Airport (HKIA) with up to 70 million radio frequency identification (RFID) enabled IATA standard 21" RFID baggage tracking tags. HKIA was one of the pioneer airports to adopt RFID technology, which greatly enhanced the reliability and efficiency of its baggage handling system.

"To maintain its position as a premier regional and international aviation centre, HKIA is committed to providing our passengers with pleasant, hassle-free services and state-of-the-art facilities. The application of RFID is also another testament to our continuous efforts to achieve service excellence," said C K Ng, deputy director, airport operations, Airport Authority Hong Kong. "We awarded the contract to Motorola because of the proven track record of reliability, and the outstanding quality of its support."

Unlike bar code-only tags, which require the scanner to be in the line of sight to read the tag, the EPC Gen2-enabled RFID bag tags can be read at long distances and without direct contact. The RFID system is also more reliable, achieving average read-rates of more than 97 percent, versus 80 percent from a bar code-only system. As a result, RFID tags allow more accurate tracking of baggage through HKIA's baggage system. By empowering timely and accurate checked bag deliveries to the planes, airlines and passengers experience more on-time departures. In addition, the system reduces misdirected bags resulting in improved customer service.

HKIA currently tags passenger bags in multiple locations, including check-in counters in Terminal 1 and Terminal 2, in-town check-in desks in Kowloon Station and Hong Kong Station of Airport Express, and upstream check-in facilities in the Pearl River Delta area. Today, there are more than 70 airlines involved in this program.

HKIA awarded a three-year contract to Motorola, with an option for a fourth year, extending their longstanding relationship. Motorola was instrumental in scoping the original business case, supplying hardware and tags, and implementing the first RFID project at Hong Kong International Airport in 2005. HKIA uses Motorola's XR400 and AR400 fixed RFID readers, Motorola MC9090-G RFID handheld mobile computers, and will now utilize Gen-2 baggage tags supplied by this partnership.

Specific to this baggage tag award, Motorola has teamed with two industry leaders: Avery Dennison RFID for the AD-833 inlay and Print-O-Tape for the baggage tag. The companies plan to continue working together on market development initiatives for the use of RFID in baggage tracking.

For more details about Hong Kong International Airport's use of RFID, go to: http://www.hongkongairport.com/eng/media/press-releases/pr_914.html

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US $30.1 billion in 2008. For more information, please visit www.motorola.com.

About Hong Kong International Airport

Opened in 1998, HKIA is an international and regional aviation centre connecting more than 150 cities around the world, including some 40 destinations in Chinese Mainland. In 2008, about 48.6 million passengers travelled through HKIA.

About Avery Dennison RFID

Avery Dennison RFID, a leader in the global RFID marketplace, manufactures inlays for label converters to construct RFID tags for consumer packaged goods companies, as well as the retail apparel, supply chain, pharmaceutical, aerospace and defense industries. Comprehensive testing of RFID tags in RFID systems occur in the Company's design, testing and manufacturing facilities located in the US and Europe. Avery Dennison RFID is a business unit of Avery Dennison Corporation, a global leader in pressure-sensitive labeling materials, retail tag, ticketing and branding systems, and office products. Based in Pasadena, Calif., Avery Dennison is a FORTUNE 500 Company with 2008 sales of $6.7 billion. It currently employs more than 36,000 individuals in 60 countries.

About Print-O-Tape, Inc.

Print-O-Tape is a 60 year old, privately held manufacturer of pressure sensitive label products and raw materials located just a few miles north of Chicago's O'Hare International Airport. Since the adoption and implementation of the Automated Baggage Tag program within the airline and airport authority communities, Print-O-Tape has been the recognized leader in the design, development, manufacture and supply of automated baggage tags. As an early vendor member of the International Air Transport Association (IATA), Print-O-Tape was instrumental in creating the standards adopted by the organization regarding the materials and specifications optimized for baggage handling, tracking and sortation on a global scale. With nearly 20 years in the ABT marketplace, Print-O-Tape has manufactured and distributed nearly 10 billion baggage tags on behalf of the world's most recognized airlines and airports. Print-O-Tape continues to lead the industry in baggage tag innovation and supply, manufacturing and distributing well over 500 million standard and RFID baggage tags annually. For more information contact Jennifer Murar at (800) 346-6311.

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