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**Frequentz Inc. Continues to Deliver Market Leading Performance
with Newest Iteration of its 4th Generation EPCIS Solution**
*Global customers lean towards traceability solutions like Frequentz's IRIS that allow users to
quickly pivot and address regulatory trends without an internal upheaval*

Palo Alto, CA – February 23, 2015 – Frequentz Inc., a global leader and champion of end-to-end
supply chain visibility across pharmaceutical, food and seafood, has just released the latest up-
date to their 4th Generation EPCIS solution, IRIS 4.3, in order to continue to proactively address
traceability landscape shifts. With enhanced compatibilities, IRIS 4.3 is adaptable to a variety of
customer needs and has been enriched to deliver market-leading performance. While solution
providers often are only able to support certain types of formats for identifiers, Frequentz's
technology can support GS1, Customer, or 3rd Party Identifiers. It allows its customers' existing
operations and backend infrastructure to remain unchanged as they work with new trading
partners, require regulation compliance, or simply want to offer greater visibility.

Frequentz's global traceability solution's leadership places an emphasis on closely monitoring
worldwide traceability trends across multiple industries in order to evolve its technology and
assure their customers' growth continues. Some important trends driving recent enhancements
include:

- **Transparency in the "Human Supply Chain":** There was a clear call for transparency, es-
  pecially as it relates to sustainability and the challenges of slavery in the "human supply
  chain" at SeaWeb's 2016 Sustainable Seafood Summit. Major retailers from across the
  nation were in attendance, demonstrating that traceability and sustainable supply
  chains are looking less and less like a luxury for the seafood industry, and more like a
  necessity.
- **Upcoming DSCSA Regulations:** Pharmaceutical suppliers are beginning to receive notifi-
  cations from their partners reminding them of the compliance expectations as industry
  moves from the first phase of Lot Traceability into the second phase which implements
  serialization. With the looming deadlines, partners are urging suppliers to implement se-
  rialization solutions sooner than later so testing can begin.
- **Big Data:** While data analytics are an important factor in smart business decision-
  making they should not be the only factor. It is important to have big data—as long as it
  is the right data, and as long as the cost of data acquisition and analysis is justified by
  the value it brings to the work at hand. Traceability solutions should balance the cost of

data capture with the value of the insight gained from that data, especially as it relates to operational excellence, legal compliance and social responsibility.

About Frequentz
Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

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