



NEWS RELEASE

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GLOBAL RFID LAUNCHES INTERACTIVE DIGITAL PET COLLAR ID TAG LINKED TO SOCIAL MEDIA/HEALTH PROFILE

Skoubee® to be introduced at SuperZoo 2016

NORTH KINGSTOWN, R.I. and LAS VEGAS, NV (June 2, 2016): Global RFID Systems North America LLC, a technology product distributor, systems integrator and value-added reseller of radio frequency identification (RFID) components and solutions worldwide, announces the North American launch of Skoubee®, an interactive digital collar tag for dogs and cats that incorporates the latest identification technology.

Global RFID will launch this Swiss-made product throughout North America starting on August 2, 2016 at the SuperZoo 2016 national trade show and conference for pet retailers being held in Las Vegas, NV. Global RFID will be at booth #3263 during the conference.

After purchasing the Skoubee (pronounced skoo'-bee) tag (introductory MSRP \$29.95), the pet owner can create a public and private online social media profile for their pet to keep track of their pet's medical history, connect with friends, and maintain contact details in case the pet gets lost. All of these capabilities are stored in a Near-Field Communication (NFC) chip that is hidden in the tag which can also be read by a QR

Reader. The tag also features a code number that can be entered on the Skoubee website that links to the pet owner's information.

"This is where technology meets social, and where our tag differs from other ID tags currently on the market," states John Larned, president of Global RFID. "Pet owners can find others registered with the Skoubee program and can be connected through a social network exclusive to Skoubee registrants. They can find, message and comment with other Skoubee members – all for free. Moreover, their pet's health information such as their next veterinary appointment, allergies or food preferences can be stored and managed using this interactive profile feature."



Consumers throughout North America can purchase Skoubee tags at select boutique retail stores as well as online. Click [here](#) for purchase.

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Skoubee North America LLC is the exclusive distributor of Skoubee®, an interactive digital collar tag for dogs and cats that incorporates the latest identification technology. Skoubee North America LLC is a wholly owned subsidiary of Global RFID Systems North America LLC. Global RFID Systems is certified as a veteran-owned small business (VOSB) by the U.S. Department of Veterans Affairs Office of Small and Disadvantaged Business Utilization. Skoubee North America LLC is located at 1004 Boston Neck

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