



Answering "Is it fresh?" "How fresh?"

Infratab makes and sells solutions for monitoring the freshness of perishables in real-time.
We are a sensor platform consisting of tags, software, analytics, cloud services and services which validate the accuracy, security and exchangeability of perishables.

Our Focus. Wearables for:

- ✓ Perishables,
- ✓ the spaces they are in,
- ✓ the trips they take.

Our Market. Temperature sensitive products:

- ✓ Food, ingredients, industrials, flowers, bio-pharmaceuticals;
- ✓ in 2018, tagging opportunity: ~448 billion items (worldwide), protecting ~\$1.6+ trillion of perishables;
- ✓ the win: freshness metrics for real-time actionable and sharable data—trusted, verifiable and smart.

Our Users. Those concerned with quality:

- ✓ growers, manufacturers, insurers, transporters, retailers and consumers,
- ✓ grocers, retailers, restaurants, medical clinics, florists, you and me.



Benefits.

- ✓ Traceability, compliance,
- ✓ product safety, managed financial risk,
- ✓ condition-based quality assurance,
- ✓ freshness-based decisions & pricing
- ✓ shelf life-inventory management (FEFO),
- ✓ Reduced temperature abuse, reduced waste.

Why Now?

- ✓ It's the law.



The Incumbent: Temperature data loggers vs. Freshtime

The difference: Real-time communication of smart data

Temperature Loggers (Price range: \$20-\$60)

Pros

- ✓ A 50-year old technology;
- ✓ Many users, many suppliers;

Cons

- ✓ A 50-year old technology;
- ✓ Labor intensive: calibration, setup, and data retrieval are one logger at a time;
- ✓ Data is most useful for proving “Not my fault,” but an overload for real-time analytics.

Market leader:



and many other data logger companies:



Freshtime tags (price range: \$12-\$30)

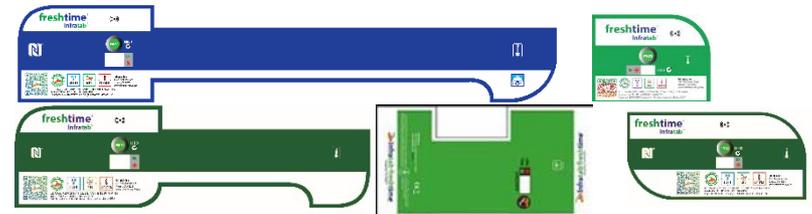
Freshtime reader (\$40-\$2,000—depending upon # of tags read/minute.)

Pros

- ✓ Real-time communications integral to tag design: RFID UHF for high volume supply chains, NFC for smartphone users, Dual UHF-NFC and cellular radio (Q4 '16) for mixed uses;
- ✓ Freshness + temperature monitoring;
- ✓ Data: smart, actionable, compressed, secure;
- ✓ GS1-EPCglobal supply chain compliant;
- ✓ Freshtime Points-metrics for quantifying and monetizing freshness;
- ✓ Tags: high-volume enabled: manufacturing, calibration, setup, data retrieval, report creation.

Cons

- ✓ Freshtime RFID and NFC tags require a reader;
- ✓ New concepts, new technologies, new skill sets.



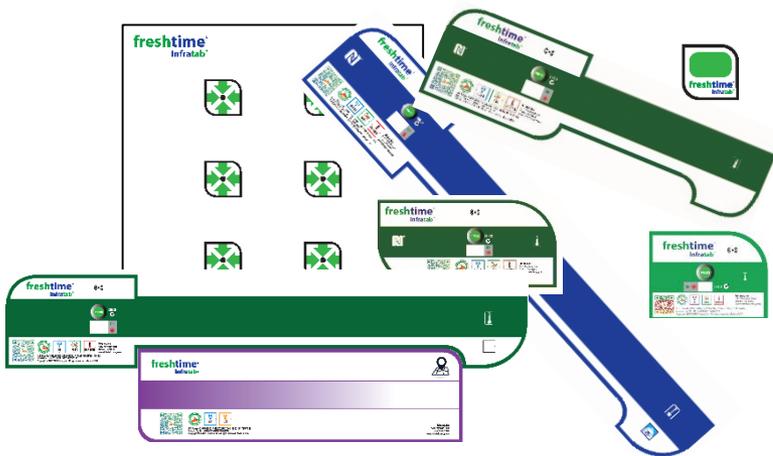
Incumbent vs. Freshtime

What makes us special?

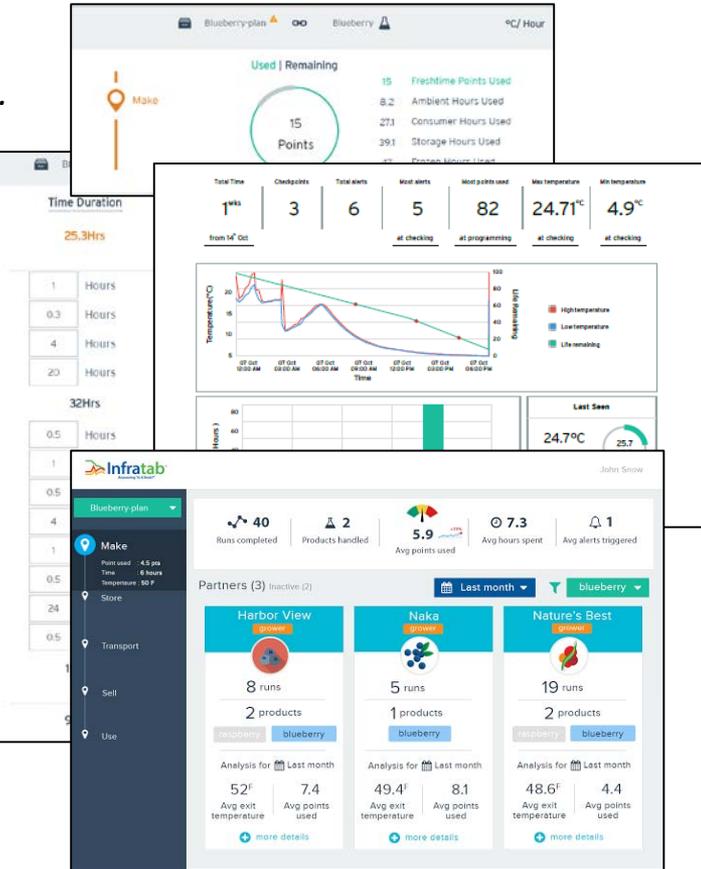
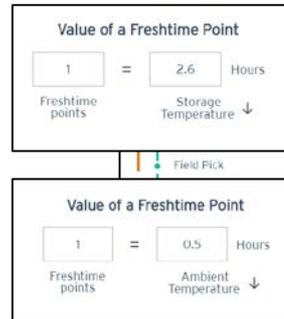
Innovations enabling billions of perishables to be monitored annually.

- ✓ *Vision: live dates for items for cents,*
- ✓ *rare mix of skills and people,*
- ✓ *sensor architecture,*
- ✓ *Freshtime Points™,*
- ✓ *commitment to standards (GS1),*
- ✓ *commitment to open, exchangeable and trusted data,*
- ✓ *commitment to a circular economy,*
- ✓ *intellectual property.*

Sensor architecture: realization of the vision.



Freshtime Points: metrics that count.





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