



## PRESS RELEASE

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#### RFgen Software – NB Coatings Selects **RFgen** for SAP Data Collection

**EL DORADO HILLS, CA – February 12, 2007** – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with over 2,000 installations worldwide, has announced **NB Coatings selected RFgen SAP Integration Suite** for their data collection requirements. Headquartered in Philadelphia, PA, NB Coatings, Acknowledged expert inventor for binders and additives for the global paint and coatings industries; Its products are used to make architectural paints used by do-it-yourself consumers and professional contractors, as well as industrial materials that serve as the foundation for industrial coatings, home insulation and floor care products.

NB Coatings was seeking a Data Collection solution that could be easily and seamlessly integrated to their existing **SAP ERP** system. The fact that RFgen does not require any code changes to the ERP system was also important to NB Coatings. This unique approach was desirable for NB Coatings who sought to increase productivity and accuracy while obtaining a **lower Total Cost of Ownership** when compared to other solutions available for SAP data collection. With their in-house SAP expertise and VBA programming skills, they were able to approach the implementation process with minimal assistance from RFgen- the result is an extremely low implementation cost, and greater understanding and control of the final solution.

#### **About the DataMAX Software Group, Inc.**

In business since 1983, software from the DataMAX Group has a proven track record of success when it comes to designing, implementing and deploying wireless and mobile solutions. RFgen enabled solutions can be found in over half of all Fortune 100 manufacturing companies as well as in numerous mid-level and smaller enterprises. DataMAX's flagship product, the RFgen Framework, is a system for delivering wireless and mobile automated data capture solutions. Whether the target is distribution, manufacturing, retail, agriculture, pharmaceuticals, healthcare, or something else, RFgen is flexible enough to meet your unique requirements. A Certified Oracle, SAP and Microsoft Partner, DataMAX is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

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