



PRESS ANNOUNCEMENT

Smugglers' Notch – Improves Billing Accuracy, and Guest Safety and Service with RFgen's Turn-Key Mobile Data Collection Solution



EL DORADO HILLS, CA – December 30, 2008 –The DataMAX Software Group, Inc. and their partner, BarCode ID Systems, developed a Mobile Data Collection solution for Smugglers' Notch in Vermont. A vacation resort with top scores in SKI Magazine, and was rated Number One for Family Programs for nine years in a row. Their new mobile data collection solution enabled Smuggler's to significantly improve its billing accuracy and timeliness, and it provided invaluable tracking capabilities for children participating in winter programs. Their wireless, wide-area system enables real-time communication with field devices, allowing Smuggler's Notch to track thousands of children on the mountain or in activity classes, immediately and on-demand.

Using RFgen's Rapid Application Development tool, DataMAX's consultant Jeff Salter designed and developed, based on specifications, a mobile application for the Motorola MC9090 (a condensation-resistant mobile computer ideal for winter weather conditions). Now ski lesson coordinators and instructors follow drop-down prompts for each daily camp session, choose the class or activity for each child, then scan the child's bar coded badge to associate them with their assigned event. Once each instructor returns, their devices synch automatically and populate Smugglers' existing database where immediate and accurate billing occurs. Smugglers' elected to use the devices in store-and-forward mode initially, but have plans to migrate to a real-time, point-of-activity tracking system in the future.

BarCode ID System, an RFgen implementation partner, installed the data collection system and trained the staff in less than one week. The RFgen custom application can be expanded and developed for future areas of interest to Smugglers', such as equipment management, inventory management or automated reorder points. Additionally, the power and scalability of the custom solution will allow Smuggler's Notch to deploy it on rugged, WAN-enabled devices that communicate over AT&T, Sprint or Verizon cellular networks.

About the DataMAX Software Group, Inc.

Founded in 1995, the DataMAX Software Group, Inc. is a Certified Oracle, SAP and Microsoft Partner and is a leading provider of Automated Data Collection Software Solutions, Transaction Suites, and Services to major corporations in the United States, Europe, and Asia. DataMAX's RFgen Software is installed and supported worldwide by 125+ partners and associated resellers.

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