

THE HINDU

Date:30/04/2004

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Bartronics ties up with EMS

HYDERABAD: Bartronics India announced a tie-up with the U.S. based Escort Memory Systems (EMS) for bringing the latest Radio Frequency Identification (RFID) technology to India. According to the agreement, EMS will be the technology provider and Bartronics the integration and implementation partner. Announcing this here on Friday, Sudhir Rao, Managing Director of Bartronics, said the RFID market in India was expected to be Rs. 100 crores this year. He also announced the setting up of the RFID Forum India 2004 along with EMS to introduce the technology and create awareness for it in India. The RFID addresses the requirements in manufacturing, automation and has application in transportation and logistics among others. Bartronics is already a major player in India in barcode technology. He said the market size for bar coding (Automatic Information and Data Collection-AIDC) estimated at Rs. 60 crores was growing at 20 per cent annually. — Our Special Correspondent

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