



# We identify with success.

Since 1985 the world's leading brands and ISV's have turned to CYBRA Corporation for barcode label and tag printing, barcode scanning systems and RFID technology.

CYBRA Corporation is a leading developer, publisher and systems integrator of RFID and bar code software. CYBRA's mission is to be the premier, worldwide provider and enabler of end to end systems that use Auto-ID technologies such as RFID, bar code, and real time location to control critical business activities, supply chain logistics, and safety and security applications.



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### THE LEADERS IN AUTO-ID TECHNOLOGY

CYBRA Corporation is an innovator in RFID solutions. Over 2,700 companies worldwide rely on CYBRA's RFID and barcode products to run their operations daily. Leading customers include Gucci, Foot Locker, VF, Elie Tahari, Tiffany & Co., Neiman Marcus, Staples, and many more

CYBRA has 30 years of experience as specialists in auto-ID solutions for retail apparel, manufacturing, distribution, food processing, healthcare and many other industries. We covering a full range of application needs – CYBRA truly is the “auto-ID engine inside” many of the most respected ISV application systems.

### RECOGNIZE ANY OF THESE BRANDS? THEY'RE ALL CYBRA CUSTOMERS



### COMPANY PROFILE

Established in 1985, CYBRA's solutions are used by thousands of companies worldwide, including leading application software companies such as Infor, Manhattan Associates, ABS, VAI, Oracle, and other developers.

Our products include Edgefinity IoT, a platform for rapidly building integrated applications that locate objects and people using RFID and other tracking technologies, and MarkMagic Bar Code Labels, RFID Tags, Forms and Report Writing Software that empowers customers to design virtually any type of Auto-ID document – labels, forms, RFID tags, tickets, magnetic stripe plastic cards – and print them on hundreds of types of general and specialized printers from laser to thermal to automated applicators.

### SOFTWARE SOLUTIONS WE OFFER

RFID platform solution, EdgeMagic, helps customers implement innovative RFID applications. MarkMagic is barcode and forms middleware relied on by thousands of customers worldwide. Edgefinity IoT is CYBRA's safety & security solution that improves location visibility and alert efficiency.



### EDGEMAGIC

One software platform. Many solutions. Whether you need to track large amounts of inventory, or you need to reduce chargebacks, EdgeMagic gives you a boost in tracking inventory, goods and equipment. EdgeMagic lets you quickly deploy advanced, industrial strength RFID and barcode solutions without costly custom programming.



### MARKMAGIC

MarkMagic™ barcode labels, RFID tags, electronic forms, and report writing software - the easiest way to design and print the barcode labels, electronic forms, reports, and RFID tags you need to communicate with your customers and suppliers.

The culmination of years of innovative software engineering, MarkMagic is a total document development solution with features and capabilities not found in any other product on the market.



### EDGFINITY IOT

An all-in-one solution for the safety and security of people and assets, Edgefinity IoT is a next-generation safety and security product that allows for a complete, real time look at any site or location.

Edgefinity IoT sends out follow up alerts to an expanded pool of staff and management if none of the responders in the initial group take charge within a defined time. Escalation of alerts ensure that life safety incidents are dealt with immediately and effectively.



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## **AUTO-ID PARTNER PROGRAM FOR SOFTWARE VENDORS**

The World's leading Independent Application Software Vendors rely on CYBRA's Auto-ID Software Suite for all their bar coding and RFID needs. If you are an Independent Application Software Vendor, here is all you need to know why it pays to make CYBRA's Auto-ID Software an integral component of your application offerings.



## **IT'S TO YOUR ADVANTAGE**

In almost no time you can improve your product's competitive features and benefits with leading bar code, RFID and forms capabilities. You will improve your competitive advantage by offering your customers a full suite of Auto-ID solutions that support virtually any hardware or supplies; bar code label or forms printer, RFID readers, antennas and RFID tags. CYBRA's software solutions run on all major computing platforms including IBM Power Systems (System i, iSeries, AS/400, AIX) as well as Linux, Unix, Microsoft Windows, and cloud.



## **YOU WILL SAVE MONEY**

You'll greatly reduce, or eliminate, your staff costs for ongoing source code maintenance and customer support for producing bar code labels, RFID tags and forms. Your staff will no longer need to learn, and maintain, competence on complex printer and RFID device command languages. An administrative person (instead of a programmer) can quickly create new formats, change existing formats and create and maintain rules for RFID processing.



## **YOU WILL MAKE MONEY**

You can generate additional sources of revenue through sales of CYBRA's Auto-ID solutions to future customers as well as to your current installed base. They will realize significant cost savings over their current methods and your customers will want the enhanced functionality provided by CYBRA's Auto-ID software. These net savings will give your customers compelling reasons to upgrade.

## **STRATEGIC PARTNERS**



## **INTERESTED? LET'S TALK.**

CYBRA has many years of experience helping customers in a wide range of industries, solve some of their most vexing auto-ID challenges. We have achieved success by deploying our unified barcode and RFID Platforms that quickly and easily integrate with ISV and customer business software.

Contact us today to learn how our auto-ID solutions can positively impact your bottom line.

## **CONTACT INFO**

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