

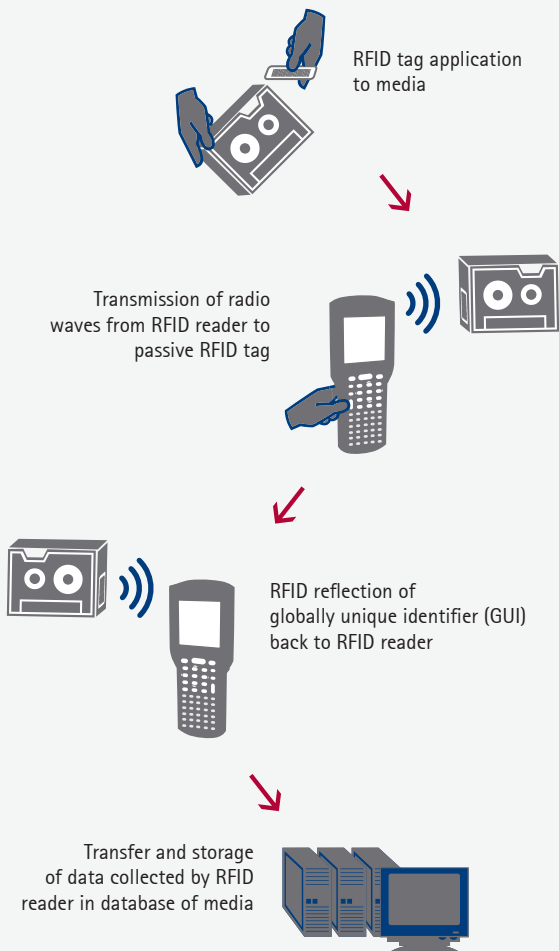
# RFID Solutions for Data Protection Services

Managing the  
Haystack. Finding  
the Needle.

**recall**<sup>™</sup>  
Your Information. Securely Managed.

With RFID, you can...

- Audit in a fraction of the time
- Audit at 99.9% accuracy
- Eliminate recounts
- Improve disaster recovery metrics
- Locate misplaced media
- Scan through cases
- Verify the media, not just media cases
- Reduce occurrence of damaged media
- Obtain a globally unique identifier (GUID)



### The stakes are high.

The cost of a data breach continues to rise, reaching an average of US\$142<sup>1</sup> per record in 2010. Businesses cannot afford the loss of even a single media asset, which is why customers rely on Recall every day to ensure that their media is safe and secure. Recall is committed to improving the odds by offering you the best in security and protection with radio frequency identification (RFID).

### Revolutionising the information management industry. Again.

Recall pioneered the use of RFID technology for information management in 2007, enabling customers to manage their physical document holdings with greater speed and accuracy. The ability to validate physical holdings at this scale offered a level of security and efficiency never before envisioned in the industry.

Through new RFID technology and processes, Recall has changed everything again with groundbreaking efficiency and security solutions for your media holdings. Simply put, RFID technology will revolutionise the way you manage your information.

### No longer just an expression.

RFID technology enables globally unique identification for every media asset, and unlike traditional bar code equipment, line-of-site scanning is not needed.

With Recall's RFID-enabled inventory management system, you can validate hundreds or even thousands of media at 99.9% accuracy in a fraction of the time required for a traditional audit. You can also find any misses without the need to pull the asset and scan directly. "Finding the needle in a haystack" is no longer just an expression.

### Never settle. Never compromise.

Recall is the RFID leader in the information management industry. No one in the world offers this revolutionary technological solution coupled with Recall's industry-leading footprint and security processes – no one.

To learn more about what an RFID-enabled inventory management system can do for you, please contact your local Recall representative or visit [recall.com](http://recall.com).

<sup>1</sup> "2010 Global Cost of a Data Breach, April 2010," Ponemon Institute, LLC, April 2010.