

## **ALLENTOWN'S WI-COM SENSUS CONTINUES TO TAKE HOLD WITH EIGHT NEW PROJECTS**

*Growing Interest for the RFID-Powered Solution Follows the  
60<sup>th</sup> Annual AALAS National Meeting in Denver*

**Allentown, NJ – December 1, 2009** – Allentown, Inc., the global leader in research animal housing solutions, today announced the kick-off of eight new WI-COM SENSUS® projects coming in the wake of growing interest for the RFID system at the recent AALAS National Meeting in Denver.

“We experienced a significant amount of interest for Sensus at the booth this year,” said Steve Miller, senior technology manager for Allentown and Sensus project lead. “Not only did real decision-makers stop by to see it, but they took the time to learn the ins and outs of the system and see it in action. As a result, nearly everyone who saw our demonstration expressed an interest in having us follow up with them. That, plus these projects with eight prominent facilities, really cements in my mind the validity and value of this solution, and makes me very proud that we decided to pioneer it several years ago.”

Wi-Com Sensus streamlines and automates the census taking process using Allentown's patent pending innovation of embedding plastic cardholders with RFID tags – the same wireless technology employed in access key cards and electronic toll collectors. This high tech approach reduces costs and ensures accuracy for both the facility and the researchers who work there.

With Wi-Com Sensus you can perform complete and accurate room readings in as little as 30 seconds, reduce process costs by eliminating labor-intensive cage counting, maximize billing efficiency for speedy ROI, easily integrate with existing facility management systems, and much more.

Allentown is offering an on-demand demonstration of Wi-Com Sensus in a web presentation entitled: Making Sense of the Census – The Real World Benefits of Using Wi-Com Sensus. To register to view this webinar, please go to [www.allentowninc.com/wicomensus](http://www.allentowninc.com/wicomensus).

**About Allentown, Inc.**

Allentown, Inc. is the global leader in research animal housing solutions with over 500 customers and more than 18,000 installations worldwide. For more than 40 years, Allentown has provided quality products and services to the biomedical research community. For more information, please visit [www.allentowninc.com](http://www.allentowninc.com).

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