An Interview with William Serbin

Executive Vice President, Linen Technology Tracking, LLC.
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How did the NeWave® technology improve the Linentracker system?

Linentracker provides a complete turn-key RFID solution to our customers. In order to create high rates of accuracy with traditional RFID patch antennas, we would need multiple antennas within a given read point. Utilizing the unique NeWave antennas into our solution, we are able to reduce the total number of antennas and increase the accuracy when reading complete baskets of linen.

What customer problems are you trying to solve?

Our customers lose 5 to 20% of their linen monthly due to damage, mismanagement and theft. Keeping correct inventory levels on a daily basis is important in order to service their customers. Inconsistent inventory not only creates additional operational cost, but affects customer satisfaction.

What major cost savings can your customers expect from the Linentracker System?

Through the use of Linentracker, our customers can expect to save 15%-30% of their annual linen budgets. Properties that currently utilize manual labor to count linen in and out will save more as this process will become automated.

Have you been able to determine an overall cost savings/ ROI?

Our customers pay based on a subscription model, so there is no capital investment needed.

What are your expansion plans into Hospitality and Medical markets?

We are looking at various markets today in addition to the Hotel market, but see potential growth in working with laundry companies who service customers with a rental linen model.

How does RFID technology fit into Linen Technology Tracking's long range plans?

RFID is the core of our business. We founded the company on the concept of tracking linen in the hospitality environment and worked to enhance the hardware (Readers, SMARTtags, Software) such that we could market a complete solution.

**NeWave Antennas
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*Hotel Laundry***

Linen Technology Tracking, LLC, was established for the purpose of development and commercialization of smart, low power wireless electronics for location, identification, tracking and monitoring functions, through use of Radio Frequency Identification technology (RFID) and its related software applications. Improved asset visibility, combined with a powerful reporting and analytics capability, provides hotel management with the knowledge necessary to identify asset loss, manage inventory life cycles and maintain up to date inventory controls. This information will assist hotels in providing specific quality controls to make sure the room presentation is consistent across specific brand standards, ultimately enhancing the guest experience. **Please visit www.linentracker.com**