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NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## GOODYEAR RACING GROUP CHOOSES NOVAROAM® MOBILE ROUTERS FOR REMOTE TRACKING AT NASCAR EVENTS

CINCINNATI, OHIO, AUGUST 7, 2006 – Nova Engineering announces that its NovaRoam® Mobile Router was selected by the Racing Division of Goodyear Tire & Rubber Company to be part of its remote tracking and data collection solution at NASCAR events. Goodyear, the largest tire company in the world, is the exclusive supplier of tires for NASCAR's Nextel Cup, Busch, and Craftsman Truck series.

The NovaRoam Mobile Router is part of an end-to-end communications solution at Goodyear that combines RFID, Wi-Fi, and NovaRoam's proprietary 900 MHz spread spectrum technology for superior coverage and interference resistance in a harsh RF environment.

Goodyear's contract with NASCAR requires it to provide data about individual tires used at each NASCAR event. At each race, Goodyear team members use handheld readers to scan RFID tags embedded in each tire. Each reader has a built-in Wi-Fi transceiver, which transmits the unique tire data to a nearby Wi-Fi access point. The access point is connected via Ethernet cable to the NovaRoam Mobile Router to provide a long-range backhaul link. From there, the data is relayed to another NovaRoam that is connected to a central server that hosts the entire tire database.

According to Shannon Baker, Goodyear Development Engineer, maintaining adequate records about each tire at each race is a tremendous logistical challenge. With 40 teams on the track and multiple tire return locations at each event, Goodyear must merge all of the inventory data into a single database in real time. The NovaRoam is particularly suited to this application because of the distances involved, as well as obstructions found around each track, which prevent cellular and other technologies from performing well.

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"It's ideal," commented Baker, "because it offers excellent radio propagation and interference mitigation with 900 MHz spread spectrum operation. At the same time, the system doesn't rely on towers or other hardware infrastructure. It gives us wide track coverage; all you need to do is get the antenna into the air. It's also self-contained and completely mobile, and unlike traditional wireless solutions, it isn't dependent on a centralized controller."

Michael Rauf, Nova Engineering's director of marketing, said, "We are very pleased to have been able to quickly meet Goodyear's needs, with off-the-shelf NovaRoam products and integration support. This partnership led to the enhancement of Goodyear's tire ID system, which is now well-prepared to support the rigorous NASCAR season."

**ABOUT NOVA ENGINEERING, INC.**

Nova Engineering, located in Cincinnati, Ohio, is an employee-owned company specializing in the design and development of leading-edge digital communications and signal processing systems. Since 1989, Nova Engineering has successfully deployed systems for a wide variety of customers, including all branches of the U.S. Military and many government agencies, as well as a host of Fortune 500 companies. For further information visit [www.nova-eng.com](http://www.nova-eng.com) or call 1-800-342-6682.

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