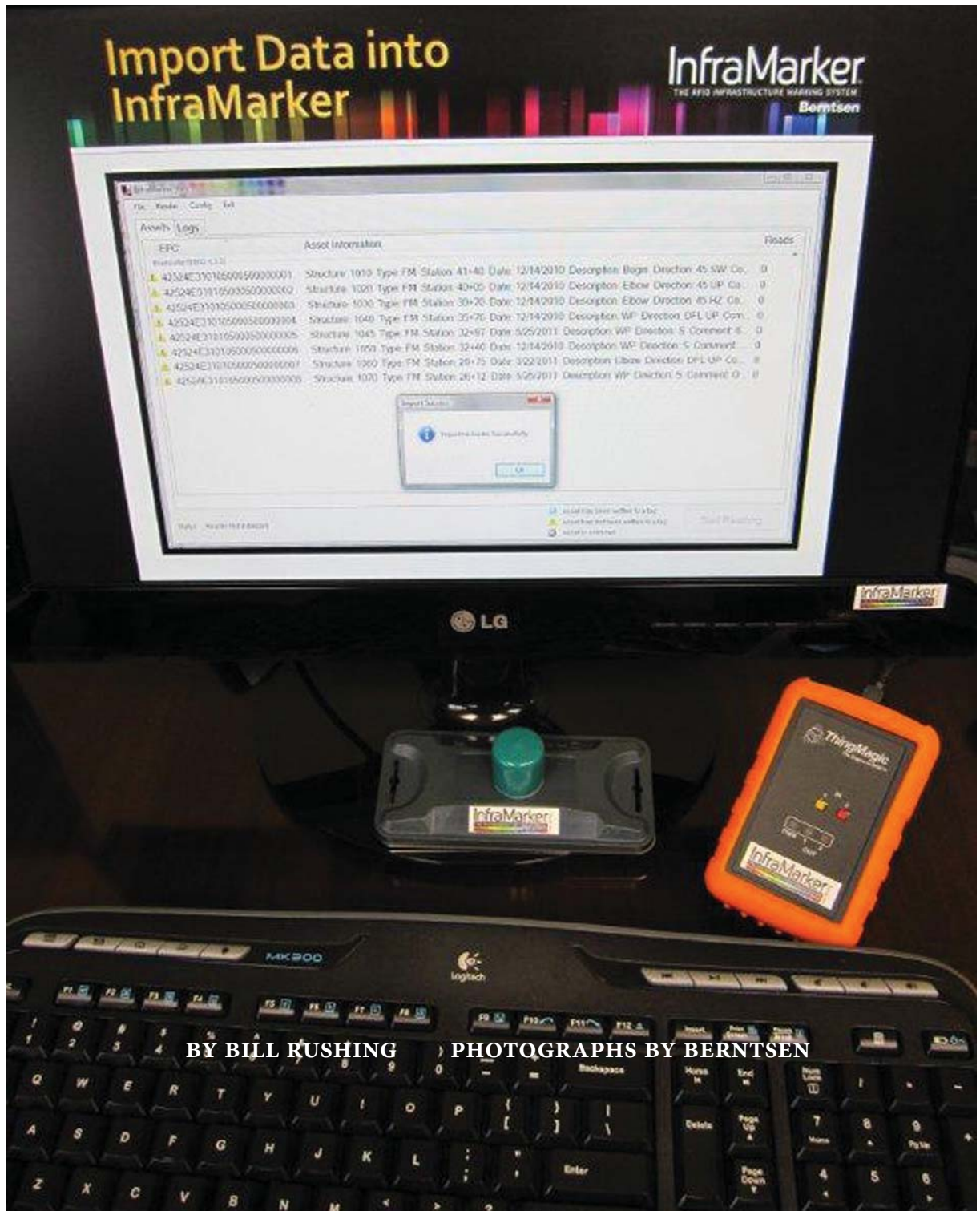


RFID

What's new
this year?





WHAT'S NEW THIS YEAR AT BERNTSEN?

THE INFRAMARKER SYSTEM

The InfraMarker system [shown on p. 10] is the next step in the company's Magnetic-RFID product line, comprised of a "passive," dual-system InfraMarker, a flexible InfraMarker software, and Trimble ThingMagic USB reader.

"What's new this year?" is a question people often ask with a smile as they 'cross the aisle' to visit our exhibit booth at their annual convention. "There's always something new at Bern-tsen!" we respond instantly, without hesitation.

The InfraMarker™ System (patent pending) Magnetic-RFID product line, in particular, has grown and changed quite a bit,

not in the basic concepts, but in improved product appearance and performance. The Infra-Marker System was first pre- viewed at the ESRI User Confer- ence in July, 2009, and featured in the February 2010 *ACSM Bul- letin* article entitled "For a smart environment, smart survey mon- uments".

A lot of innovation can happen at Bern-tsen in two years!



Take the fact, for example, that the highly magnetic InfraMarkers can be buried underground. We're convinced that one of the best ways to find buried magnetic objects is with a magnetic locator. It's fast, and accurate. We've been selling magnetic monuments for 40 years and know great electronic locators when we see them. Because of the unique way InfraMarker is configured, the Schonstedt GA-72Cd that reads both positive and negative magnetic fields is perfect for very fast locating (with golf ball diameter precision!) our buried magnetic InfraMarkers.

Customers have for decades been concerned about burying a

sensitive electronic asset marking device underground. Call us fussy and particular but we believe that, because the marker is buried, to be a truly world-class product, our Magnetic-RFID electronic devices should have the very best and highest ingress protection (IP) rating possible.

InfraMarker is the first RFID marker designed for underground use to be rated IP68, an internationally recognized standard rating where (6) denotes the maximum for dust, and (8) the maximum for continuous immersion in water.

The RFID electronics are hermetically sealed in a super tough precision molded ruggedized case made from polycarbonate

or ABS and bonded to a unique 304 stainless steel plate which is the ultimate in underground strength and durability.

With such electronics, one can RFID read and write, even in damp sand, to an amazing depth of 30 inches! That's deep enough underground to be far away from any surface digging, even if you are marking an asset such as an easement across a farm field that gets plowed and planted every year!

"Anything else?" is usually the next question.

Our unique InfraMarker software continues to improve as

LOCATING & IDENTIFYING UNDERGROUND UTILITIES JUST GOT A WHOLE LOT EASIER.



THE REST OF THE STORY —IN PHOTOS

To detect the strong magnetic field of the InfraMarker®—even under a foot or more of snow—one can use any of the magnetic locators on the market. In the photo on p. 11, we use Schonstedt's GA-72Cd. A "negative" reading indicates that the InfraMarker has been located. The point location of the RFID asset shows up on the Intermec CN3/IP30 handheld reader.

Page 12 (R): The flexible InfraMarker software can be used for virtually every location/identification situation ranging from a PLSS Point Identifier to marking Public Utility Asset Points.

Page 12 (R): With no batteries to ever run down, the InfraMarker "talks" to locators and their readers in the field, as well as the computer in your office.

How can you get your hands on an InfraMarker? InfraMarkers are "commissioned" by IT or GIS personnel. The easy-to-use software they use to do so allows user-defined fields and data mappings with up to 64 characters of information. GIS data flow from and to the InfraMarker is facilitated through the familiar Excel spreadsheets or .CSV files populated by the Trimble ThingMagic USB reader and Berntsen's InfraMarker software.

we add more features to make GIS/IT and field jobs easier. If you and your asset management software can handle an Excel spreadsheet or .CSV file, you can work with the InfraMarker software system.

Every one of our markers is Class 1 Gen 2 RFID and has a unique ID number, plus up to 64 characters of user-defined memory. You don't have to fit into this system; it fits to you and your GIS system.

"Really? That's different! Tell me more," is the response we get after highlighting this unique workflow adaptability.

Berntsen has a new InfraMarker section on the [Berntsen web site](#). You can see an actual real-life field demonstration video about finding an InfraMarker buried at an actual asset point on a force main.

Andy LaFond, Director of Public Works, Village of Thiensville, Wisconsin, talks in the video about his experiences and the potential for savings with RFID markers from Berntsen.

The Village's engineer, Ruekert-Mielke, Inc., of Waukesha, a Wisconsin-based engineering and

surveying company, performed all the GPS locates on the buried markers. It hosts the marker locations and attributes, along with other utility and infrastructure data for the Village, in a web-based GIS application.

As the [YouTube](#) video shows, the buried InfraMarkers are easy to find, the software is easy to use, and the system is easy to teach to others. "Is anything else new coming soon?"

Berntsen has been all about innovation since we started in 1972. We've received the Wisconsin Society of Professional Engineers Governor's New Product Award for Innovation (twice!). You can expect press releases, product/demonstration videos, email updates, white papers, and new product announcements throughout the year. It is Berntsen's 40th Anniversary and we feel like celebrating! We'll show up at some new venues as well, showing the Magnetic-RFID InfraMarker System. It is a truly amazing, unique, and game-changing product.

"Can I quote you on this, Bill?"
Absolutely!