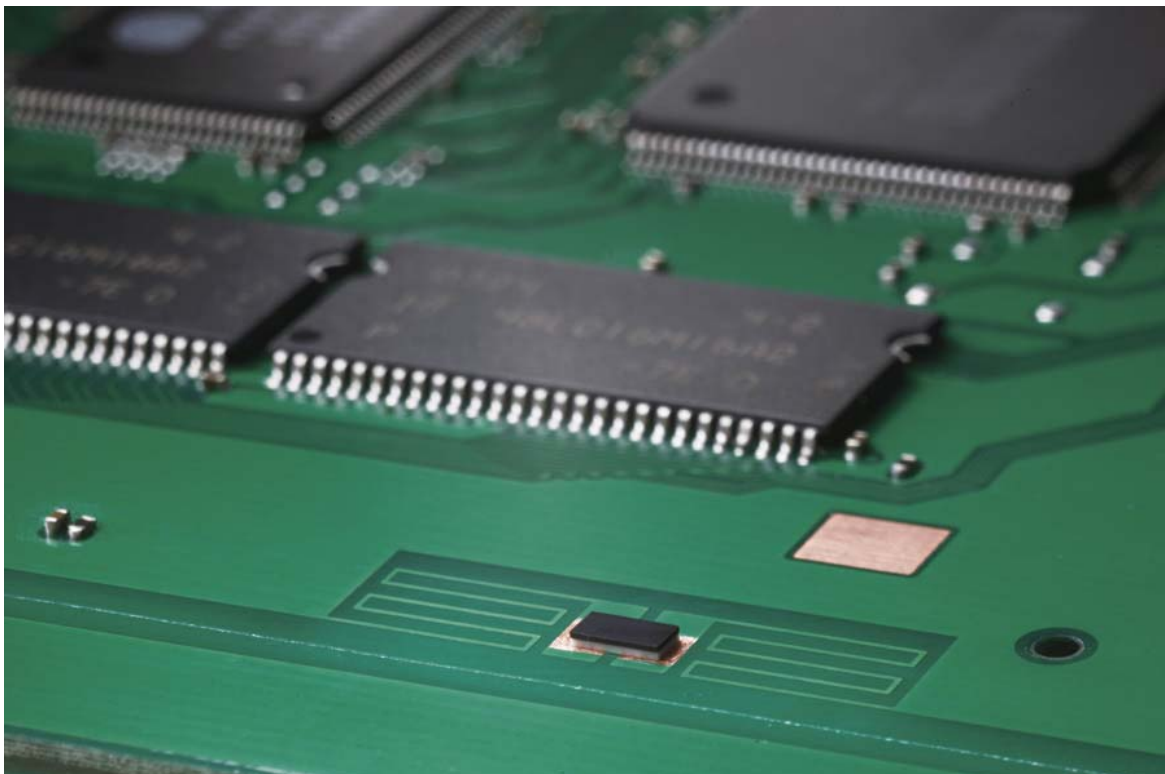


Murata Manufacturing Co., Ltd.

Company: Murata Manufacturing Co., Ltd.
Exchange Listing: 6981 (TSE1, OSE1)
Location of head office: 1-10-1, Higashikotari, Nagaokakyo-shi, Kyoto
President/ Statutory Representative Director: Tsuneo Murata
Contact: Yukio Oshima, Corporate Communications Department
Telephone: +81-75-955-6786/ FAX: +81-75-955-6526
URL: <http://www.murata.com>

Commercializing “MAGICSTRAP™” a RFID Tag Component for UHF band -LXMS31 series-

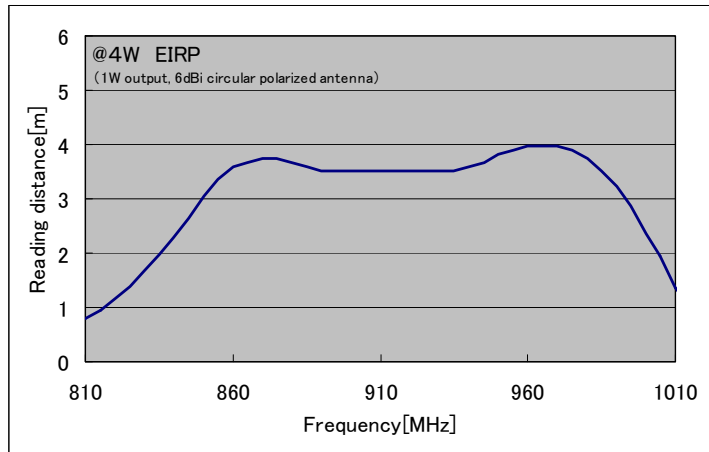


[Overview]

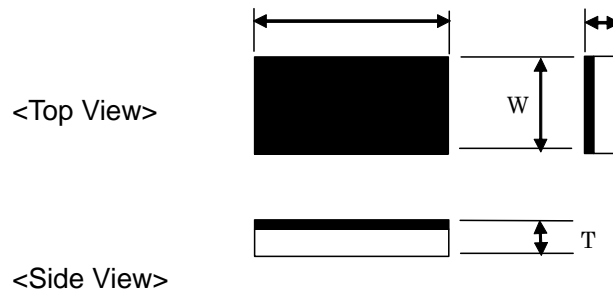
Murata Manufacturing Co., Ltd. Will commercialize new RFID tag component, “MAGICSTRAP™”, which has very unique function to use inductive coupling for RFID tag function in May 2008.

[Background]	<p>Due to the industrial stream of electronic equipment safety and the disposal of household appliances, the manufacturing industry is being asked to manage product lifecycle more precisely and efficiently. These requirements deal with everything from production, distribution, consumption and to its disposal.</p> <p>To achieve a system for tracking a product throughout its lifecycle, we must be able to easily record and read information, such as production process history, in detail by attaching individual IDs on or in the products. Although barcodes are the current standard for individual identification of products, they have no way of recording additional information. RFID is now in the spotlight as a technology that can resolve the shortcomings of barcode-based systems.</p> <p>The type of IC tag most commonly used for in the distribution industry cannot be used with the electronic equipment that requires the reflow process, since such IC tags are not resistant to heat and chemicals. Also, the full introduction of RFID-based systems is slow in progress partially because an RFID chip requires special expertise in high -frequency area such as antenna design and impedance matching.</p>
[Terminology]	Applied Murata's high-frequency filter technology with circuit function embedded to our "MAGICSTRAP™".
[Features]	<ol style="list-style-type: none"> 1. No electrical contact necessary. Just adhesive glue attachment requires the function. 2. Reflow solderable on PWB for electrical equipment application. 3. Provides impedance matching function and frequency extension circuitry accommodating worldwide UHF bands (860MHz to 965MHz) in a single piece that comply with the EPCGlobal C1 G2 standard using a single RFID tag design. 4. Eliminates the need to design the antenna itself by utilizing reference design provided by Murata. 5. Maximum readable distance of 5m.
[Applications]	<ul style="list-style-type: none"> - Electronic equipment lifecycle and process history control - Distribution management.
[Part Number]	LXMS31 series

[Characteristics Diagram] Example of characteristics when mounting on a printed circuit board



[External Size]



Mark	Dimensions
L	3.2 ± 0.2
W	1.6 ± 0.2
T	0.7 max.

(mm)

[Production] 2 million units per month are planning.

[Sample Price] 50 YEN per unit

[P a t e n t s] 105 patents pending