

# The Watchdog Update

Volume I, Issue I

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## Special points of interest:

- **Watchdog Update to be Issued Quarterly**
- **RFID Market Exploding to \$2.0 billion by 2017!**
- **Tracking or Locating?**
- **Featured Business Case: Do You Know Where Your Master Keys Are?**

## Welcome to the Watchdog Update!

This Watchdog Update represents our first quarterly company newsletter in which we will keep you abreast of the latest developments with Headwater Systems and highlight what is happening in the RFID industry.

It has been an exciting 2008 for Headwater Systems. Our Watch-

dog locating and tracking system is fast becoming the most reliable and cost effective system in the industry. The Watchdog can be installed for upwards of half the price of the competitive systems in the market. Its ability to track critical assets in a chokepoint application is more effective

than established passive systems at a lesser cost.

There are broad applications for the Watchdog. Manufacturers, airports, healthcare, colleges and universities and other industries all have a need to track and/or locate critical assets and do so with a compelling ROI.

## RFID an Emerging Industry

RFID is one of the top emerging industries in the global business arena. One sector of the RFID industry is known as Real Time Locating Systems or RTLS

According to IDTechEx, the RTLS industry is projected to grow to in excess of \$2 billion. The rapid growth of this market is being driven by such factors as:

- Much stronger market demand for tracking, locating and monitoring people and
- Reduction in cost and size of the

things. This is driven by security, safety, cost and customer satisfaction, for example. Important factors are increased competition in consumer goods, the new terrorism, internal theft, threatened epidemics of disease, coping with increasing numbers of elderly persons and consumers demanding better service and more information.

tags and systems. With lower power circuits, button batteries are now adequate for most applications.

Headwater Systems has developed a unique Real Time Locating System that is patented and proprietary. The key to a successful RTLS product is accurate location and a cost structure that the customer can justify!

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## See Headwater System Partners Listed in our Website!

A Minneapolis, Minnesota company, HWS is in the business of providing unique solutions to the problems organizations face locating vital mobile resources. The patented and proprietary Watchdog locating and tracking system enable customers to reduce the time and expense consumed by searching for misplaced items and purchasing redundant, unnecessary equipment. The Watchdog monitors the movements of items and any other critical resource.

Check us out at our  
website:  
[headwatersystems.com](http://headwatersystems.com)

## Tracking or Locating?

The Watchdog System has the flexibility to locate tagged critical assets and track them. Its patented system attenuates the receiver's range and through its proprietary software application will locate tagged assets within 5 to 15 feet (the ANSI standard for locating is over 30 feet). If your need is to track critical assets through a chokepoint the system's receivers can be set at a fixed range to read tagged items that enter or leave the area being monitored. So whether it's tracking or locating that you want, the Watchdog can do both!



## Do You Know Where Your Master Keys Are?

Headwater Systems has installed its Watchdog System at Luther College in Decorah, Iowa to track and locate master keys on campus.

The Watchdog tags are attached to the master key ring. A receiver located in the ceiling above the master key retainer box records if the key is present or not. As the key travels throughout the campus, other strategically placed receivers record that key's movement in "real time".

User's can view the movement from any networked computer on campus.

Security receives automatic emails at predetermined times listing the location of all tagged keys.

Rich Tenneson, Director of Facilities at Luther College stated, "The Watchdog System provides us with the peace of mind knowing that the master keys are located in the proper place after business hours and that security is notified twice a day as to the status of the keys."

Most often, not knowing where the master keys are is not attributable to theft but rather due to the misplacement of the keys.

The cost of rekeying dormitories and other buildings can range from \$15,000 to over \$500,000. The Watchdog System costs less than \$20,000.

See us at the Regional International Association of Campus Law Enforcement Administrators (IACLEA) Show in Hinckley, MN on April 14-16. Headwater System will be exhibiting Monday and Tuesday and will host the hospitality room on Tuesday night. A demonstration of the Watchdog will be available.

Contact Alex Fjelstad or Kevin Cattoor at Headwater Systems for more information about the Watchdog tracking and locating system.



The Watchdog tag used to track master keys

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