



Press release

30th November 2009

Zetes acquires the business of ImageID and brings a unique traceability solution to the market

- **Strategic acquisition allowing Zetes to extend its portfolio of innovative solutions**
- **Based on vision technology, ImageID's flagship solution Visidot is capable of identifying hundreds of barcodes in only a few seconds, with 100% accuracy**
- **Participate in the webinar on Tuesday December 1st, 11.00 am GMT+1 and receive more information and a presentation of this unique solution**

Brussels, 30th of November 2009 – Zetes (Euronext Brussels: ZTS), the leading pan-European provider of solutions and services for the automatic identification of goods and people, has acquired the business of ImageID, made of the company's assets, patents and intellectual property. Around twelve employees of this Israel-based leading provider of imaging-based traceability products and solutions, will join the Zetes Competence Centre. This new division will offer ImageID's unique Visidot solution for the tracking and tracing of high volumes of products across Europe.

Based on vision technology, ImageID's flagship solution Visidot is capable of identifying hundreds of barcodes in only a few seconds, with 100% accuracy. Visidot is able to detect in parallel wrong and missing labels, storing digital images for improved quality assurance. It is particularly valuable in the challenging environment of perishable foods such as meat, poultry, fish and bread processing and distribution, electronics, automotive and returnable assets such as pallets and crates, where classical barcode scanners and RFID fail to deliver satisfactory results.

This solution has already been successfully installed at key accounts around Europe, such as Emsland Frischgeflügel in Germany, Seachill and Kautex Unipart in the United Kingdom, Mix Buffet and Groupe Jacquet in France, Campofrío in Spain, etc.

This acquisition, which will have no significant impact on the balance sheet structure, could be completed quickly thanks to the Group's net cash position.

Alain Wirtz, CEO of Zetes, comments: *"ImageID's solutions have a great potential and integrate very well within our identification solutions portfolio for the supply chain. The ImageID team will become part of the Competence Centres and will support the Zetes network of local subsidiaries*

to promote their solutions. The Zetes teams already have experience in the implementation of Visidot, as the company has partnered with ImageID for the [Campofrío](#) project. These internal competences will now be reinforced. We are therefore very confident about the further development of this business in Europe”.

[Click here to see how Visidot works \(video\)](#)

If you want to know more about this unique traceability solution, join our webinar on Tuesday December 1st, at 11.00 am GMT+1. Send an e-mail to sarah.dheedene@zetes.com to subscribe and receive the dial in number.

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Images :

<http://www.newsenginepr.com/documents/zetes.xml>

About Zetes

ZETES INDUSTRIES (Euronext Brussels: ZTS) is a leading pan-European company in the value-added solutions and services industry for Automatic Identification of Goods and People (Goods ID and People ID). Zetes uses both emerging and mature technologies (barcode, voice recognition, RFID, smartcards, biometrics), and develops Solution Architecture Frameworks to optimize the business performance of many customers in many market segments: manufacturing, transportation, logistics, retail, healthcare, finance, telecommunication, government and public services. The Zetes group has its headquarters in Brussels, with subsidiaries in Belgium, Côte d'Ivoire, Denmark, Germany, France, Ireland, Israel, Italy, the Netherlands, Portugal, Spain, Switzerland and the UK . Zetes currently employs more than 800 employees (in FTEs) and generated consolidated revenues of €178 million in 2008. More info: www.zetes.com