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**IOGEAR Partners With Optibrand to Provide  
Secure Livestock Tracking**  
*Companies implement IOGEAR's Bluetooth  
Adapter in Optibrand's OptiReader™ retina scanner*

***Irvine, CA and Fort Collins, COLO – June 26, 2006*** – Farmers can now monitor and wirelessly transfer livestock identification files from their OptiReader device, integrated with IOGEAR's Bluetooth Adapter. The complete solution scans a farm animal's retina, which is as unique as a human fingerprint, and sends it via Bluetooth technology to a central file server, up to 330 feet away.

Optibrand has been using IOGEAR's Bluetooth Adapter for two years and found it to be the most suitable device for integration in the OptiReader, a combination of a handheld computer and an ocular digital video camera. The camera uses LEDs to illuminate the ocular fundus and transmits full motion video of livestock's retinas at 19 frames-per-second to the handheld computer.

The outbreaks and publicity surrounding BSE (Bovine Spongiform Encephalopathy), FMD (Foot and Mouth Disease) and agro-terrorism threats have renewed interest in secure and quick source verification methods. Traceback of animals to farms of origin, tracking the movement of animals from farms to markets and abattoirs and within and between countries, are all critical to animal disease control. Reliable identification and source verification systems, such as OptiReader with Bluetooth technology, make quarantine and containment of animal illness possible.

“Diseases threaten animals on a daily basis and it is crucial that we have the best and most reliable tool our clients can use to keep track of their livestock,” said Bruce Golden, chief executive officer at Optibrand. “Following our extensive tests with different vendors, we chose IOGEAR’s Bluetooth Adapter because we found it to be the most dependable and cost-effective solution on the market.”

“This partnership with Optibrand enables us to further expand our product’s unique capabilities outside of our core consumer and SOHO environments,” said Keith Renty, business development manager at IOGEAR, Inc. “We are excited that our Bluetooth Adapter is versatile in a setting where it assists in animal disease control by documenting livestock in a fast and innovative way.”

For further information on the company and its connectivity solutions, please visit [www.iogear.com](http://www.iogear.com).

#### **About IOGEAR**

IOGEAR, Inc., headquartered in Irvine, CA, is a leading connectivity manufacturer that provides complete KVM (Keyboard, Video, Mouse), FireWire, USB (Universal Serial Bus), Bluetooth, UWB (Ultra-Wideband); HomePlug and Peripheral solutions. The company targets end users at home, in the office and on the road.

IOGEAR has consistently provided products that incorporate innovative technology, delivering to the end-user outstanding functionality and capability. As one of the only true manufacturers in the industry, IOGEAR offers high quality products backed by the service and support that consumers demand. IOGEAR offers 24/7 tech support by calling 1-866-946-4327.

The company distributes products throughout North and South America, Europe, Asia-Pacific and the Middle East. For further information, please visit IOGEAR’s Web site at [www.iogear.com](http://www.iogear.com).

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Note to Editors: When referring to IOGEAR, please print in all caps.

**About Optibrand**

Founded in 1998, Optibrand Ltd., LLC is based in Fort Collins, Colorado and is the originator of the world's only retinal scanning system for livestock identification. Producers can use any identifier including retinal patterns, RFID tags, bar-coded tags, even panel tags. The GPS receiver establishes a time, date and location trail for all animals while tamper-resistant retinal identification satisfies the most demanding customers. Producers can enter, recall and edit critical production data from thousands of animals. Optibrand® technology can function as a stand-alone traceability system or by providing producers and processors with the means to improve and verify the performance of tag-based systems. More information and downloadable images of the Optibrand's Secure Source Verification™ system can be viewed at [www.optibrand.com](http://www.optibrand.com).

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