

Fake Fingerprints...Biocompatible Chipless RFID Ink Tattoo



Mr Mark C. C Pydynowski, President
Somark Innovations Inc, United States

This presentation will be given at RFID Smart Labels USA 2007 on Feb 22, 2007.

Presentation Summary

- A novel synthetic biometric...chipless, liquid, edible
- Target Markets: cattle, lab mice, dogs, & humans
- Unique advantages
- Somark vs. conventional RFID

Speaker Biography

Mark C. Pydynowski is a serial entrepreneur and co-founder of Somark Innovations. Mark attributes Somark's technology and initial success to his co-founder, Ramos M. Mays, who is the co-inventor and Chief Science Officer. Mark's entrepreneurial endeavors began at an early age as the founder of a lawn care business. After matriculating to Washington University in St. Louis, he met Ramos and the two partnered on an IT service based start-up before co-founding Somark. The pair won the 1st place \$50,000 business plan competition (The Olin Cup) at Washington University's Skandalaris Center for Entrepreneurial Studies in 2005. Mark's professional training includes a Bachelor of Science in Economics, Strategy, and Political Science from Washington University. Prior to Somark he was with a top tier management consulting firm in NYC, Gallup Consulting. He is a Board member at the United Way of Greater St. Louis and a frequent speaker at his alma mater.

Company Profile

Somark is a seed stage technology company that is developing a proprietary ID system based on a biocompatible ink tattoo with chipless RFID functionality. When applied, the ink creates a unique ID that can be detected without line of sight. The technology creates a synthetic biometric or fake fingerprint with Biocompatible Chipless RFID Ink. The system will be initially leveraged to the livestock industry to help identify/track cattle and thus mitigate export trade loss from BSE (a.k.a. Mad Cow Disease) scares. Secondary target markets include laboratory animals, companion pets, humans, and potentially prime cuts of meat.

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Presentations

Presentation:

Mr Jack Kenny, Editor Label & Narrow Web Magazine, Rodman Pub, United States at RFID Smart Labels USA 2007

Presentation:

Mr Leonard Allison, VP Business Development Thin Battery Technologies, United States at RFID Smart Labels USA 2007

Presentation: Printing RFID Antenna with Conductive Inks

Mr Jeff Parker, Acheson Colloids, United States at RFID Smart Labels USA 2007

Presentation: Avoiding the Pitfalls of RFID Tagging

Mr Clarke McAllister, CEO ADASA Inc, United States at RFID Smart Labels USA 2007

Presentation:

Mr Robert Poor, President Adozu, United States at RFID Smart Labels USA 2007

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