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FOR IMMEDIATE RELEASE

## Colorado based U Grok It® raises \$600,000 in angel funding, begins manufacturing

STEAMBOAT SPRINGS, CO, May 5, 2014 -- [U Grok It, Inc.](#), creators of SmartPhone RFID, announces the closing of their angel funding round today, with the completion of a \$600,000 convertible note led by The Foundry Group's backing through their FG Angels syndicate on AngelList <http://www.sethlevine.com/wp/2014/05/taking-the-long-road> This investment allows U Grok It to move forward with production, sales and marketing.

"This funding demonstrates the power of U Grok It to change the face of RFID" said Carrie Requist, CEO. "Businesses want our affordable and easy to use solution for inventory and asset management, and we are excited about our upcoming product launch."

The initial production run of Smartphone RFID readers is scheduled to be available this summer. The U Grok It system includes the reader device, complete development system, and a fully functioning application, allowing users to tag items and input data, attach a photo, and store data in the U Grok It cloud for retrieval from any device. The company is now taking orders for its Smartphone RFID reader through its sales team and on line. More information is available at [www.ugrokit.com](http://www.ugrokit.com).

### About U Grok It

*U Grok It* is Smartphone RFID. Bringing the power of efficient, affordable inventory and asset management to the iOS and Android devices organizations already use.

U Grok It is ideal to help organizations Identify, Locate, Track and Inventory tagged assets from the mid-range distance provided by standard UHF Gen 2 RFID. The initial U Grok It offering includes the grokker hardware that attaches to iPhone/iPod/iPad and Android devices, the U Grok It application, and a cloud-based backend.

The U Grok It team encourages developers to integrate RFID features into their existing apps and develop new apps for business verticals using U Grok It's open development platform that enables easy creation of native iOS and Android apps with the benefits of UHF Gen 2 RFID.

U Grok It was founded in 2011 by husband and wife team of Carrie and Tony Requist and has offices in Steamboat Springs, CO, San Francisco, CA, and Seattle, WA.

Product images, specifications, videos and management team head shots are available at the U Grok It website: <http://www.ugrokit.com/company.html>