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U Grok It® Smartphone RFID celebrates three major milestones

STEAMBOAT SPRINGS, CO, September 17, 2014 -- U Grok It, Inc., the makers of a UHF RFID reader and system for iOS and Android devices, passes three major milestones: FCC and IC approval, finalizing a production agreement, and shipping initial units.

"Bringing the power of RFID to more organizations with our affordable and easy-to-use smartphone solution is the goal of U Grok It, and we are excited that we are now shipping," said Carrie Requist, CEO, U Grok It. "Our passionate group of investors, partners and employees have made this all possible."

"FCC approval is rigorous, and we worked very hard to ensure that our reader is compliant with all specifications," said Tony Requist, CTO. "In addition, we provide an open, available SDK, and we encourage developers to integrate RFID functionality into their apps."

Traditional handheld UHF RFID readers are pricey and have a reputation for being difficult to use – but U Grok It makes RFID more accessible to companies with its $500 price point and Smartphone app interface.

The Smartphone RFID readers are available for order now and shipping to addresses in the US and Canada. A European frequency version will be released this fall. In addition to the reader device, U Grok It's functioning application, allowing users to tag items and input and store data in the U Grok It cloud for retrieval from any device, will also be available this fall. More information is available at 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 grokker hardware attaches to iPhone/iPod/iPad and Android devices.

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 the 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