

# BullsEye Computing Solutions, Inc.

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FOR IMMEDIATE RELEASE

## **BullsEye Computing Solutions, Inc. will Exhibit at Oracle OpenWorld November 11-15, San Francisco Moscone Center South, Booth 414**

**ELLICOTT CITY, MD (October 26, 2007)** – BullsEye Computing Solutions, Inc. (<http://www.bullseye-computing.com>), a leading provider of Barcode/RFID data capture solutions for companies using Oracle Applications announced that it will present EZ RF™ – a unique Barcode/RFID Platform, which significantly increases efficiency, accuracy and visibility throughout the supply chain and manufacturing space – at this year's Oracle OpenWorld.

EZ RF™ is a software platform that runs on barcode/RFID scanners and allows users to perform Oracle transactions (such as receiving, inventory, WIP, shipping, etc.) from anywhere inside or outside the warehouse.

- Barcode/RFID functionality for the warehouse, shop floor and supply chain
- Integration with Oracle Applications, both Discrete Manufacturing and Process Manufacturing
- Optimizability to match and enhance existing business processes
- Offline performance means zero down-time
- Self-contained barcode/RFID label generation

EZ RF™ was specifically designed to simplify and streamline the transaction process, matching it to existing physical and business workflows and making it quicker and easier for users to capture data and perform Oracle transactions. Our flexible, Windows-style Graphical User Interface enhances user adoption and simplifies user training. We developed industry-leading Offline functionality, so that EZ RF™ also enables scanning, transaction capture and label printing outside the warehouse and in remote locations, such as freezers or yards, where wireless or Oracle connectivity lapses. Unlike our competitors, who rely on third-party print servers,

EZ RF™ includes a self-contained barcode/RFID printing module that allows users to generate labels both on-demand and as part of pre-determined workflows.

The bottom line is that EZ RF™'s innovative technology and flexible format save substantial amounts of time and money compared both to paper accounting and to other barcode/RFID solutions. It is our goal with EZ RF™ to make our customers more efficient, while providing them with rigorous data management, real time visibility and enhanced business intelligence.

### **About BullsEye Computing Solutions, Inc. –**

BullsEye Computing Solutions is a member of the Oracle PartnerNetwork, specializing in providing products and services that complement and enhance Oracle® Applications. With decades of accumulated experience in the Oracle space, we are able to deploy high-quality and cost-effective business solutions that work to increase efficiency, accuracy and real-time data capture and visibility in a wide variety of supply-chain, warehousing and manufacturing environments (including pharmaceuticals, chemical and food production, health care, transportation, and aluminum and steel manufacturing).

For more information visit us at <http://bullseye-computing.com>.

**About the Oracle PartnerNetwork –**

Oracle PartnerNetwork is a global business network of more than 19,500 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.com/>.

**Trademarks –**

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