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FOR IMMEDIATE RELEASE

U Grok It® now part of Turck

STEAMBOAT SPRINGS, CO, April 10, 2017 – U Grok It, Inc has announced that it has sold its assets to Turck, a global leader in industrial automation, including the Smartphone RFID product line. Turck initially licensed the U Grok It technology in 2016 to launch its PD-Ident handheld, and saw additional value in ownership of the technology and product line.

“The Smartphone RFID technology expands Turck’s presence in RFID, by leveraging the power and benefits of RFID with an efficient and affordable reader,” said Chris Vitale, Director of Fieldbus Technology at Turck. “This is a great enhancement to our RFID offering, and gives us a base for further handheld expansion.”

Turck will continue to support the Smartphone RFID platform, including flexible development tools that allow companies and developers to create tailored RFID solutions. The fully functioning handheld reader/writer is lightweight, easy to use and works with iOS, Android and Windows smart devices.

“We are excited about the potential the U Grok It concept has under Turck’s leadership,” said U Grok It Co-Founder and CEO, Carrie Requist. “Their vision for the future, existing customer base and support resources will enable Smartphone RFID to scale faster – which will non-industrial/commercial businesses to have access to the benefits of RAIN RFID.”

A transition plan is being developed - including support for existing U Grok It resellers and customers.

About U Grok It

U Grok It, Inc. create a platform that enables organizations of all sizes the ability to leverage the power and benefits of RAIN RFID with an efficient and affordable reader and flexible development tools. The handheld reader/writer is lightweight, easy to use and works with iOS & Android smart devices and Windows tablets. Product images and specifications are available at the U Grok It website:

<http://www.ugrokit.com/company.html>