

## **Hearing Demand – Answering The Call SeeControl Launches VAR Program**

*Company's reseller offering most appropriate for companies providing supply chain services and barcode products..*

**San Mateo, CA, October 16, 2006** - SeeControl Inc., the leader in On Demand inventory tracking, control and reporting, today announced that the company has launched a Value Added Reseller (VAR) program. This program is ideal for current resellers or barcode and point-of-sale (POS) equipment. Additionally, certain supply chain services companies would benefit from reselling SeeControl solutions.

“With an ever-increasing demand for our products and solutions, we felt we would best reach and fulfill the needs of larger markets by creating this unique reseller program,” said Garrett Gafke, president and CEO for SeeControl. “SeeControl solutions have been in use within Fortune 500 companies for over four years. And most recently, the company has experienced an incredible increase in demand from the mid-market and small companies, as well. Hence, the development and launch of this new program and our concerted effort in seeking qualified partners who wish to capitalize on this lucrative opportunity.”

SeeControl has several levels of reseller partnerships available, from Platinum to Bronze, which are based on revenue objectives and support capabilities. On all levels, partners pick and choose from a variety of options in the following program areas:

- Marketing collateral support and marketing dollar match
- Technology training and support
- Sales support for large, complex deals
- Both revenue sharing and referral agreements available
- VARs can private-label the product to look like it is your own solution

SeeControl provides a very simple yet powerful suite of solutions that address a number of problems that a wide array and number of companies face--- how to track, control and report on bar-coded inventories.

The company's suite of solutions is web-based and connect to many types of linear and 2D barcode scanners via any Internet connection. The software is completely configurable for most tracking needs and is suitable for businesses in any industry. The core software database was architected to receive, store and manage RFID transactions, so it is equipped to handle many levels of individual item tracking - enabling end customers to invest in software for the long term regardless of what data collection devices become available in the future. SeeControl hosts the web-delivered application at its data centers so there is no software to install and nothing to program. Application setup for an average customer's typically takes an hour or less.

### **About SeeControl**

SeeControl provides On Demand inventory tracking, control and reporting using Internet-connected barcode and RFID scanners combined with Web-based management software. Both large enterprises and smaller businesses use this complete system to reduce inventories, improve productivity and support new initiatives. SeeControl is based in San Mateo, California with offices in Asia and Europe. For more information, please visit [www.seecontrol.com](http://www.seecontrol.com) or call 650-312-1100.

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