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FEIG Electronics' RFID Reader Helps Illuminate a Noble Life

— The Small Design Firm selected FEIG RFID technology for unique, interactive display that honors the life of Alfred Nobel —

ATLANTA — March 24, 2015 — Today [FEIG Electronics](#), a leading global supplier of RFID readers and antennas, announced that the OBID i-scan® HF Mid-Range, RFID reader from FEIG is an integral part of a unique display at the [Nobel Peace Center](#) in Oslo, Norway. Visitors to the center can learn about the history of Alfred Nobel, the Nobel Peace Prize Laureates, and their engaged and groundbreaking work. The exhibitions provide insight into the fields of war, peace and conflict resolution.

The design studio [Small Design Firm](#) incorporated the FEIG RFID reader into the [Nobel Chamber](#), a large installation housing an interactive manuscript to honor Alfred Nobel. The book delivers animated text and video to tell stories from Nobel's life in a unique and interactive fashion.



Alfred Nobel Chamber Interactive Book

RFID tags are embedded into the blank pages of the book, which is placed on a podium containing sensors. Content is projected onto the page from above as visitors turn the pages. Mounted within the podium and completely unseen by the visitor is the FEIG [HF RFID reader](#). RF signals pass easily through the non-metallic structure of the podium to read and track the embedded RFID tags, allowing the display's computer to project the appropriate content onto each page. Visitors can access additional content by touching the chapter name on the page.

"We are pleased to be using FEIG's RFID technology in the Nobel Chamber exhibit we designed for the Nobel Peace Center, which opened in 2005," said David Small, Founder and Creative Director, Small Design Firm. "Due to the enduring success of this exhibit, the Nobel Peace Center has asked us to refresh the display with a rebuilt installation, which is expected to be unveiled in April."

"Small Design Firm's unique display provides an immersive and interactive experience that engages museum visitors while educating them about the life of Alfred Nobel," said Michael Hrabina, Executive Vice President, FEIG Electronics. "The range of OBID RFID readers from FEIG offer the performance, flexibility and reliability to enable a vast array of distinctive system designs, such as the progressive, interactive Nobel Chamber application."

The Nobel Chamber is one of four large interactive installations that Small Design Firm helped design and implement in collaboration with Timon Botez and architects Adjaye/Associates for the Nobel Peace Center.

About FEIG Electronics

FEIG Electronics, headquartered in Germany, is a worldwide leader in RFID reader systems with more than 40 years of industry experience. As an OEM supplier to system integrators and resellers, the company has to date sold well over 1 million RFID readers, delivering products that demonstrate 99.99 percent reliability. FEIG Electronics is one of the few companies to offer both readers and antennas for all three frequency ranges with passive transponder technology: LF (125 kHz), HF (13.56 MHz) and UHF (860-960 MHz).

[OBID RFID](#) reader systems from FEIG were developed according to international standards in close cooperation with leading manufacturers of transponder chips, supporting all major types of transponder tags. FEIG Electronics delivers both standard and customized solutions.