



## FOR IMMEDIATE RELEASE

### Michigan Firms Partner to Improve, Manufacture High-Tech Locating System for Hospitals, Health Care Providers

*Versus Technology, Fleetwood Group Collaborate on System to Improve Standards, Reduce Costs*

**Holland, Mich.,** - March 21, 2011 – Fleetwood Group Electronics today announced the upcoming launch of a family of wireless real-time locating system (RTLS) product. The initial product, a Personnel Badge, is part of a real time locating system used to help healthcare organizations communicate location and automated patient flow information, better manage facility resources and to track equipment as it is used throughout the facility.

The solution uses a patented combination of radio frequency wireless and infrared technology that provides advantages over commonly used Wi-Fi systems for better precision in locating patients, equipment and staff. Locating people and equipment within a facility can help reduce costs and improve the quality of care provided to patients as they move throughout the hospital.

“The wireless RTLS devices are a result of collaboration between two very strong players. Fleetwood leveraged its extensive experience in RF wireless systems for the product design and hardware, while Versus Technology’s expertise lies in the software development and system integration,” said Don Beery, director of new business development at Fleetwood Group Electronics. “We’re also very pleased to be able to manufacture this product right here in West Michigan.”

Versus Technology, Inc., a Traverse City-based technology company, has an established presence in the healthcare RTLS market, and partnered with Fleetwood Group Electronics to further strengthen and enhance its wireless product offerings. The result is a high-quality RTLS system that can enhance patient care, optimize workflow and streamline processes to help health care providers provide better care at reduced cost.

Fleetwood Group Electronics is a member of the West Michigan Medical Device Consortium.

#### **About Fleetwood Group**

Fleetwood Group was founded in 1955 and has a long and stable history. Recently, the company has grown more aggressively, recording a nearly 50 percent growth over the past five years. In 2006, Fleetwood was named the number one employee stock owned company in the U.S.A. More recently, the company was named a finalist for the *Wall Street Journal’s* Top Small Workplaces of 2009 Award. Also in 2009, *Business Review West Michigan* named the company one of the Most-Philanthropic Small Businesses in West Michigan, recognizing the company for significant donations in the past year to 501(c)(3) organizations.

For more information, please visit [www.fleetwood-electronics.com](http://www.fleetwood-electronics.com).

#### **About Versus Technology, Inc.**

Established in 1988, Versus Technology, Inc. specializes in real-time location systems (RTLS) for health care. Used for enterprise patient tracking, bed management, asset tracking, and nurse call automation, Versus Advantages™ improves patient flow and documentation of caregiver and patient interactions, while enhancing communication and efficiency.

Exclusively endorsed by the American Hospital Association, the Versus Advantages infrared (IR) and Active RFID solution is responsible for clinical-grade location and automation at a number of hospitals, clinics and long-term care facilities worldwide. To learn more about Versus Technology, Inc. (Pink Sheets: VSTI.PK), our technology and client successes, visit [www.versustech.com](http://www.versustech.com) and take the Advantages Tour.

**About the West Michigan Medical Device Consortium (WMMDC)**

With 30+ companies working together for seamless results, the WMMDC provides high-tech support at every stage in the development of medical devices. The consortium's capabilities include concept ideation, design, prototyping, validation, manufacturing and distribution. By utilizing each member's core competencies, the WMMDC delivers innovative and complete product solutions. For more information, please visit [www.wmmdc.org](http://www.wmmdc.org).

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**Fleetwood Group, Inc.**

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