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Media Contact: Tracey Swartz
Assistant Director, USF CONNECT
(813) 974-1082
taswartz@usf.edu

Borda Technology is the newest member to join the USF Tampa Bay Technology Incubator

**By Tracey Swartz
USF CONNECT**

TAMPA, Fla. (August 29, 2012) –[Borda Technology](#), a high tech company specializing in radio frequency identification, or RFID, products and services has joined the Tampa Bay Technology Incubator (TBTI) through USF CONNECT at the University of South Florida.

RFID is commonly used to track goods, follow airport baggage, monitor inventory, and support toll collection systems. Borda focuses on providing efficient and cost effective systems to its clients.

Erdem Altunbas, vice president of operations, said, “Our integrated Enterprise Resource Planning software platform combined with our telemetry products allows us to provide seamless visibility into multiple industries, including healthcare, pharmaceuticals and cargo.”

Borda utilizes passive RFID-based locationing and analysis to track assets, patients, and personnel using standard based infrastructure in healthcare institutions.

Borda recently established a research and development center at Istanbul Technical University’s Advanced Research and Innovation (ARI) 2 Teknokent, a research park for spinoffs and small research and development firms in Turkey. Borda and its sister company, RFID Innovative Solutions, LLC, design RFID products.

“Establishing our U.S. headquarters at the TBTI provides business resources and a support infrastructure that will facilitate the expansion of our operations from Turkey into the United States,” said Altunbas.

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[USF CONNECT](#) focuses on the needs of Tampa Bay's technology and bio/life sciences entrepreneurs throughout the business life cycle, providing the facilities, partners and resources for successful business development. USF CONNECT offers access to technologies, workforce programs, technology commercialization, critical research equipment, and incubator facilities, adding value and delivering targeted, high level expertise to its member businesses.

[The Tampa Bay Technology Incubator](#) (TBTI) is one vehicle through which USF CONNECT grows successful companies. TBTI supports technology research as a catalyst for economic development and advocates the creation and development of facilities for high-technology companies and related support functions. TBTI facilities provide office space and access to research equipment to support the operations of high tech startup companies. In addition, USF CONNECT mentors work with TBTI clients to achieve milestones and reach success.

[The University of South Florida](#) is a high-impact, global research university dedicated to student success. USF is classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.2 percent of all universities. It ranks 50th in the nation for federal expenditures in research and total expenditures in research among all U.S. universities, public or private, according to the National Science Foundation. The USF System has an annual budget of \$1.5 billion, an annual economic impact of \$3.7 billion, and serves 47,000 students in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland.

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