



Bentonville International Group
Creating a Visible World™

PRESS RELEASE

Bentonville, AR: Bentonville International Group (BIG) announced they are working with the United States Geological Survey (USGS), in Henderson, NV, on an Active/Passive RFID enabled tracking system to enable the USGS to track and study life history dynamics and population trends of the Mojave Desert Tortoise. The Mojave population of desert tortoise has declined across their range including large areas thought to be refuges for tortoises such as the Mojave National Preserve. Population losses have resulted in the desert tortoise being assigned a Federal Listing as a Threatened Species.

One way to understand population declines is to study life history dynamics and population trends of the desert tortoise. In order to understand the life history dynamics and population trends of these tortoises, it is important to have visibility of their behavior patterns and habitat needs through a reliable and cost effective tracking system.

“The **BIGViz™ PAK** solution provides the USGS a state of the art tool to track, identify, and monitor the Mojave Desert Tortoise from the smaller juvenile tortoises to the largest of adult tortoises,” said Mark Jones, BIG’s VP of Sales and Marketing. The **BIGViz™ PAK** is a mobile, man-packable radio frequency tracking and data collection unit designed specifically for the Wildlife Tracking and Visibility Industry.

About Bentonville International Group

Bentonville International Group (BIG) is a premier visibility solution provider that specializes in asset tracking, near real-time product visibility, supply chain management, and “lean” process engineering through the integration of RFID, GPS, mesh networking, cellular communications, and other visibility technologies. At BIG our end goal is to “Create a more visible world through the provision of complete RFID solutions that address the simplest to the most complex of applications”. BIG has developed numerous **BIGViz™** solution concepts to revolutionize the way the world collects information and meet the growing requirement for “visibility” technologies over several vastly expanding markets. The ever-growing demand for greater information gathering capabilities, a more fluid exchange of that information, and the increased need for security around the globe offers an unprecedented opportunity for BIG to implement our unique product portfolio utilizing our uncommon view of the world today. Learn more about BIG at www.BIGincUSA.com

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