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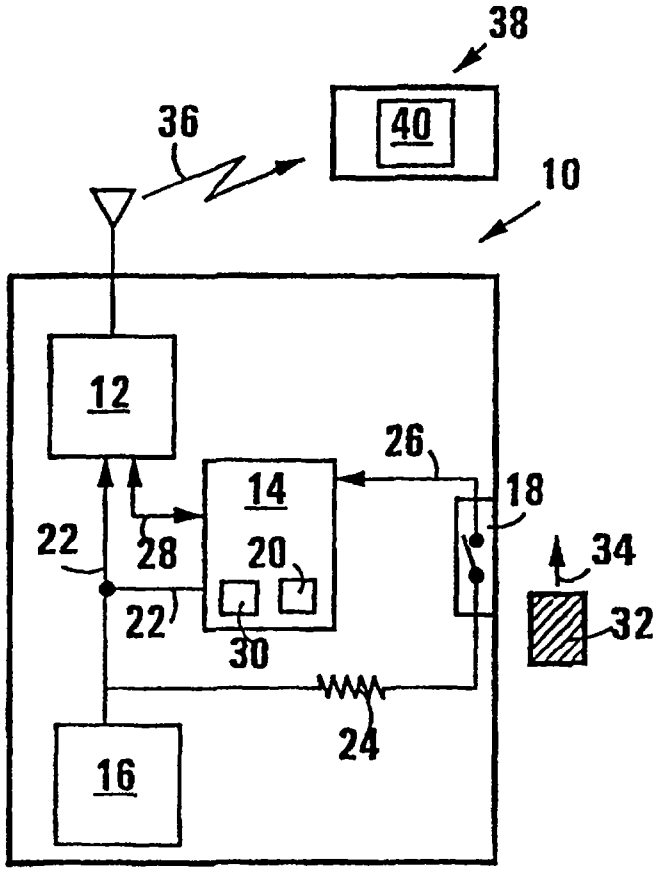
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(54) Title: ELECTRONIC TAG

(57) Abstract

An electronic tag (10) is provided which includes magnetic sensing means (18) which is operable to sense a change in a magnetic field in order to programme the tag (10). Typically, the tag (10) includes microprocessor based circuitry (14) including storage means (20), the microprocessor based circuitry (14) being programmable in response to activation of the magnetic sensing means (18). The tag (10) further includes transmitter means (12) connected to the microprocessor based circuitry (14) and operable selectively to transmit data sourced from the microprocessor based circuitry (14). Accordingly, the microprocessor based circuitry (14) may include a microcontroller which has one of its input ports connected to the contact of the magnetic sensing means (18), typically a reed switch or the like, for feeding data into the microcontroller. In response to activation of the reed switch, the microcontroller may enter into a programming mode, a monitoring mode, or the like.



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