

NEWS

Sonoma Releases Medical History ID Tags

Sonoma Promotional Solutions (*asi/88188*) has added a personal medical history flash drive to its list of products offered by the company's new SOS Alert Product division. The 128 MB drive comes stored in a plastic shell data tag on a necklace chain and when inserted into a USB port automatically loads the wearer's complete medical history. The front of the tag is imprinted with the medical star and the words, "data tag" while the back can display a company logo.

To date, the tag has been bought by end-users such as a transportation company and

a hospital. Company president Bernie Friedman believes that there is great potential in both the product and the new company division. "As a solution oriented company, we found an answer to a serious problem with the medical data tag," he says. "It's very exciting."

