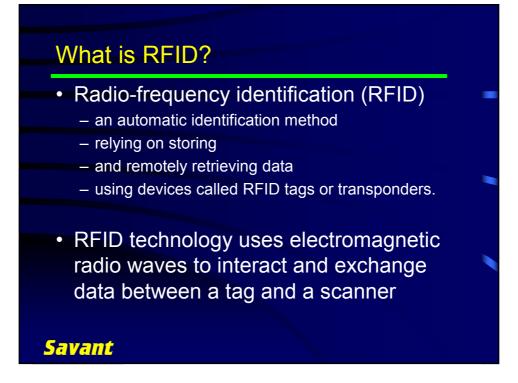
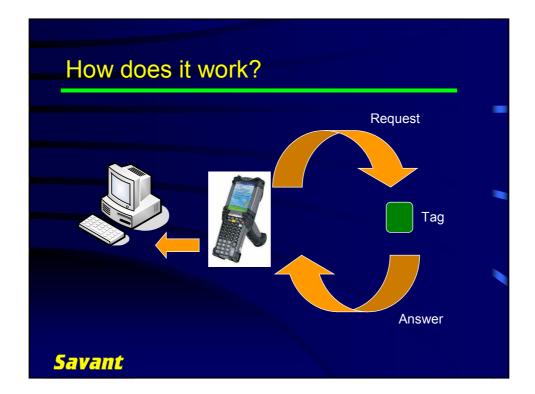


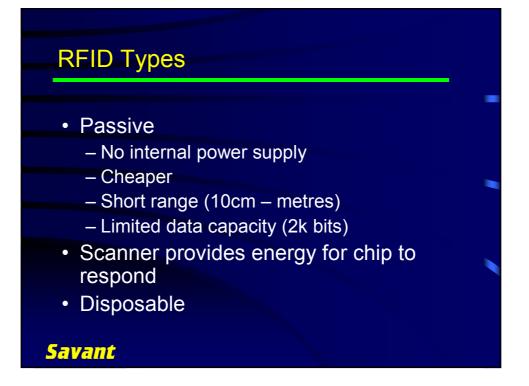


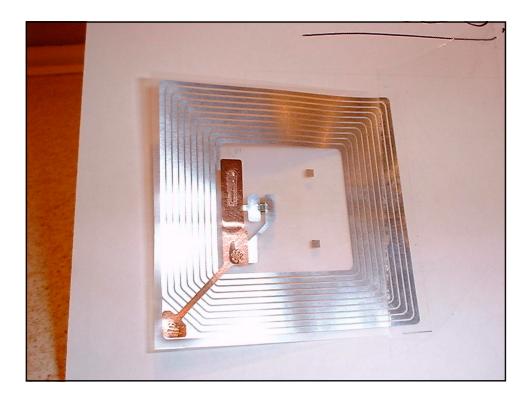
RFID – An Overview

- How RFID / Near Field Communications works
- Tags, frequencies, standards
- Why Automatic Identification?
- Application areas and business benefits



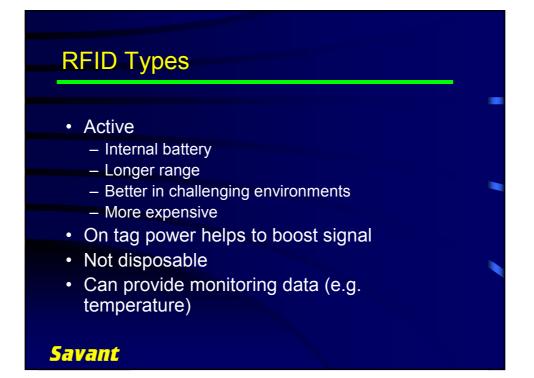
















- < 150 kHz
- Range = 0.1-0.3 m
- Magnetic field coupled; low interaction with water and cells
- Uses
 - Personnel access control
 - storage administration
 - animal identification

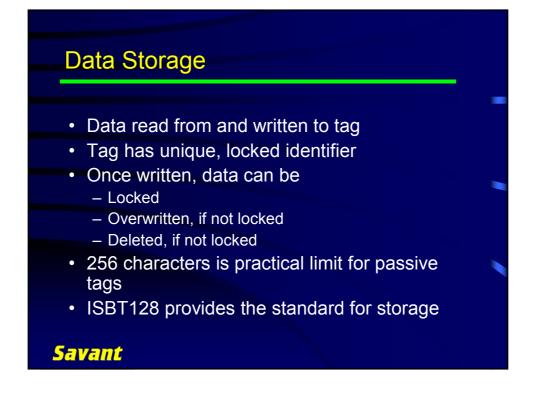
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High Frequency (HF)

- 6-28 MHz
- Range = 0.1–1.0 m
- Magnetic field coupled; weak interaction with water and cells
- Uses
 - 13.56 MHz "smart cards" for identification and financial transactions
 - transit passes
 - logistics and asset management
 - pharmaceutical items
 - anti-theft electronic article surveillance

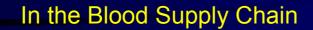
Ultra High Frequency (UHF)

- 0.3–3 GHz
- Range = 1-10 m
- Electromagnetic field coupled; range strongly affected by water and cells
- Uses
 - Case and pallet level supply chain logistics
 - auto and sea container tracking
 - automatic toll collection

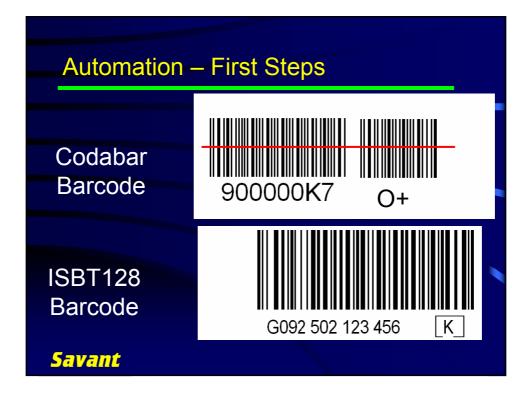




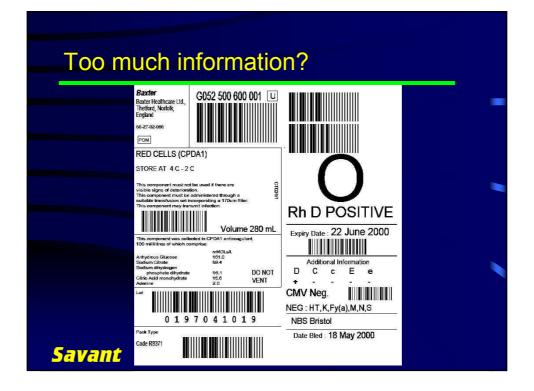
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- We rely, absolutely, on accurate reading of identification data
- · And of writing the data
 - Accurate application of labels
- Our primary information system is overloaded









Current Technology Limitations

- Cannot prove data associations
- Minimum read is 2 barcodes
- Import read is 4 or 5 barcodes
- Limitations with automated systems
- Relies on optical alignment of scanner with barcode
- We've run out of space!

