RFID Tags

Myths and Realities

elincom

Ferm
RFID Solutions
Identificatierealisten

voor industrie & logistiek

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FERM & Elincom

Ferm RFID solutions is specialized in realizing specific tag solutions for a variation of solutions and customers.
Ferm RFID solutions is able to design and distribute labels to meet specific requirements.

www.fermrfid.com

Elincom electronics is a specialized distributor of industrial products e.g. RFID readers from Idtronic for the BeNeLux market.

www.elincom.nl

Together we can provide the best suitable solutions for virtual all RFID requests by combining our knowledge and products.
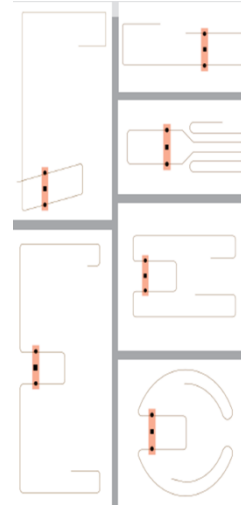
1. RFID tag is a "talking" barcode

- SKU-level identification
- Sequential ("one at a time") reading
- Low production costs
- Simple to apply
- Standardised
- Requires "line of sight" visibility
- Easy to duplicate or remove

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- Unique, item-level identification
- Real time capability
- Simultaneous ("bulk") reading
- Automatic & continuous reading
- Re-programmable
- Speed of processing
- Out of sight, from a distance
- Encrypted information

By applying RFID, you will be able to monitor & control unique product and asset movement & status continually, from manufacturer to end of life, in real-time

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2. You can read every RFID tag every time

- Read distance
- Read orientation
- Object material
- Environment (water, metal)
- Interference
- Bulk reading
- Tag material
- Tag attachment & position
- Tag protection

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3. You can take inventory with the push of a button

- RFID is not RTLS
- It is all about read events (Portal, Mobile)
- What, when, where, why (EPC)
- Faster, 100% data accuracy, more resolution

- The 'real button' is although available, but not really needed and very expensive (eg Mojix)

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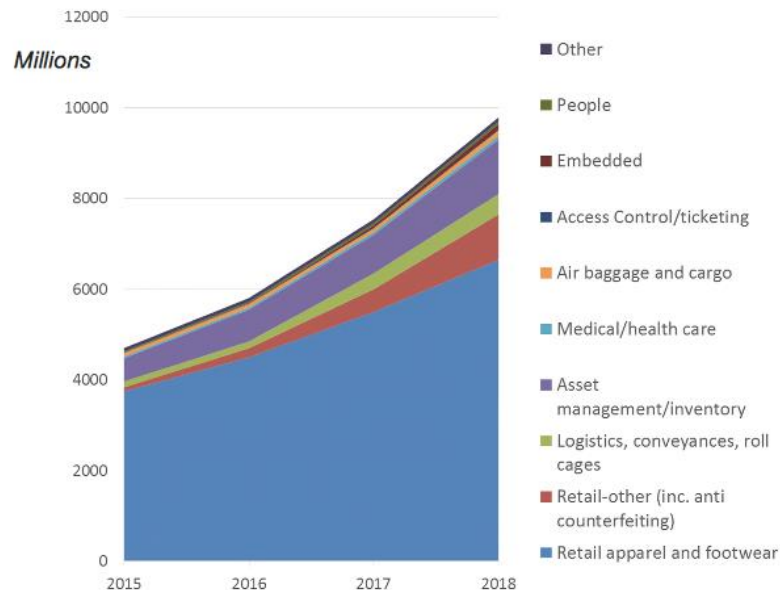# 4. RFID Tag delivers perfect information

- Tag is only data input
- RFID Infrastructure is needed
- Software and integration is needed
- Not only happy day flow but also all exceptions
- From data to intelligent information is the key to improve the proces!

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5. You can buy RFID tags for 5c

- The market for UHF RFID tags, readers and infrastructure will grow to more than $3 billion by 2020
- Driven by increased adoption in retail apparel and tires
- Cheapest Retail tags around 7c
- Only new production techniques and adoption in other markets will allow further decline of production costs

RAIN RFID Tags Forecast

Millions

Legend:
- Other
- People
- Embedded
- Access Control/ticketing
- Air baggage and cargo
- Medical/health care
- Asset management/inventory
- Logistics, conveyances, roll cages
- Retail-other (inc. anti counterfeiting)
- Retail apparel and footwear

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6. The tag cost is critical to making any deployment pay off

Improvement in inventory accuracy by	30% to 60%
Better Inventory Accuracy	Between 95% & 99.9%
Reduction in Physical Count Time by	50% to 90%
Reduced Inventory Carrying Costs by	10% to 35%
Reduced Counting Man Hours	20% to 45%
Reduction in Inventory On Hand	5% to 20%
Reduction in Expedite Fees	5% to 18%
Reduction in Operating Costs	From 1% to 5%

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7. RFID tags are primarily used in supply chain

Aerospace & Defence — Automotive — FMCG — HI Technology — Government & Public Sector — Telecommunications — Distribution Transport & Logistics — Airline & Airports — Retail — CPG — Pharmaceutical & healthcare

125 kHz | 125 kHz | 125 kHz
13.56 MHz | 13.56 MHz | 13.56 MHz
UHF 850 Mhz* | UHF 917 MHz | UHF 868 & 866Mhz*
2.45 GHz | 2.45 GHz | 2.45 GHz*

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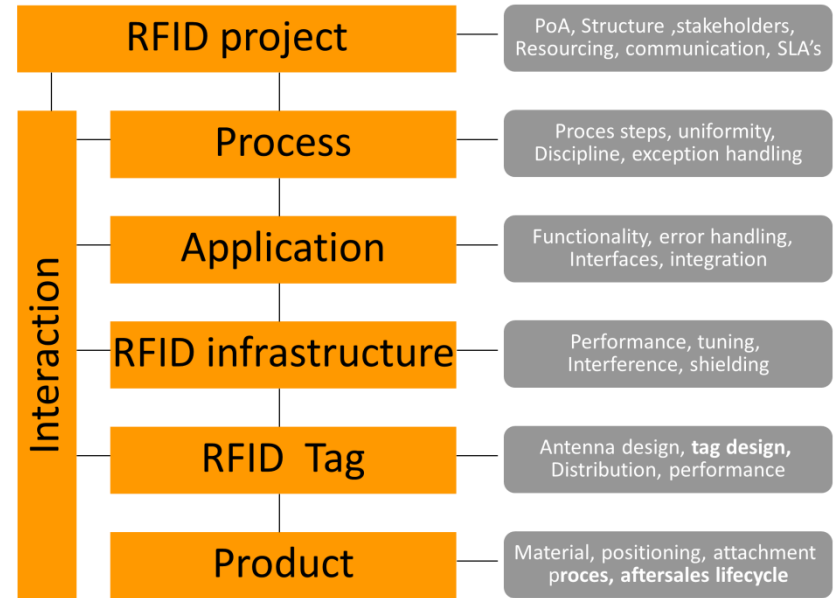7 maart 2017
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8. RFID spells the end to privacy

- Big Brother
- Kill switch, password protected read and write
- Meaningless number
- You also need connection to the database!
- Security and encription at system level
- Do you also worry about your mobile phone ?

SEND BENETTON A MESSAGE:
DON'T BUY CLOTHING WITH
TRACKING DEVICES!

I'd rather go naked.

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9. RFID Tag is easy to deploy

- The RFID tag is not a goal on itself but is an enabler to improve the processes

- The tag is only a part of the solution

- The tag is only the data input and not the data management

- There is no one size fits all

- It is not plug and play

- You need experienced sytem integrators and tag solution providers to implement a succesfull RFID Solution

RFID project	PoA, Structure ,stakeholders, Resourcing, communication, SLA's
Process	Proces steps, uniformity, Discipline, exception handling
Application	Functionality, error handling, Interfaces, integration
RFID infrastructure	Performance, tuning, Interference, shielding
RFID Tag	Antenna design, **tag design,** Distribution, performance
Product	Material, positioning, attachment **proces, aftersales lifecycle**

Interaction

10. I can afford to wait

- Start early and small
- Proceed slowly
- Learn step-by-step
- What ever you do, make it futureproof and flexible (EPC)
- What about law and regulations in your industry?
- Think Big start small!!

I MISSED THE TRAIN

BECAUSE I HAD TO SWIPE THE METROCARD TWICE

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Welcome to the RFID World……..

https://www.youtube.com/watch?v=aYmNuUI27ws

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