

RFID 24-7

Your source for news and trends about RFID, Auto ID and the Internet of Things



April 11, 2014

Issue 06 14

RFID Live Update:

Airbus and Marks & Spencer provide RFID updates; RFID moves into role as embedded technology

If one thing stood out at this week's RFID Live show in Orlando, it is the fact that RFID is becoming an embedded technology that is standard protocol in many business operations.

RFID is rapidly moving beyond many of its initial use cases, such as inventory visibility in retail and asset tracking for manufacturers. Airbus, for example, now views RFID as a tool to improve visibility and business processes and enable a digital and paperless supply chain.

The big news out of RFID Live was the unveiling of the RAIN RFID Alliance, a group including Google, Impinj, Smartrac and Intel. While Google is mostly a silent partner, the fact that the online behemoth sees the value in promoting UHF RFID worldwide is a giant indicator of the technology's bright future.

[CLICK TO READ KEY LEARNINGS FROM RFID LIVE](#)

OTHER NEWS FROM RFID LIVE

Impinj unveils Monza R6 tag chip to drive retail applications

Combining unprecedented read range and write speed, Monza R6 enables retailers and brand owners to achieve significant performance improvements, unmatched data integrity and the lowest applied tag cost in their RFID operations.

[CLICK FOR MORE](#)

Smartrac releases plans to develop cutting edge products based on latest Impinj chip

Smartrac plans to be the first to market with a full range of UHF RFID tags based on the Impinj Monza R6 tag chip, with volume production quantities available in Q3.

[CLICK FOR MORE](#)

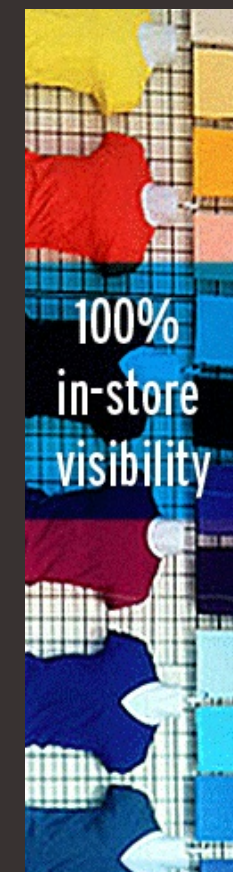
Avery Dennison expands line of RFID solutions for

RFID Live
April 8-10, 2014
Orlando, Fla.

RFID World Asia
April 23-24, 2014
Singapore

5th Annual Auto-ID & Sensing Expo

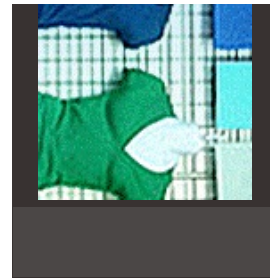
May 7, 2014
MIT Media Lab,
Cambridge, MA



retailers and expands product categories

Avery's expanded RFID portfolio brings dramatically improved inventory accuracy and visibility to retail categories, including jewelry, cosmetics, healthcare, housewares and footwear. Avery also introduced new inlays for apparel.

[CLICK FOR MORE](#)



Alien intros two UHF Passive RFID tags for apps ranging from near-field to consumer electronics

The SIT H4 tag is a true near-field design with the size and characteristics for mounting on small objects requiring close proximity reads, while the Wonder Dog ALN-9768 is a high-performance tag providing optimal read sensitivity with high levels of backscatter.

[CLICK FOR MORE](#)

Brady Corp. and Tego jointly develop next gen smart RFID labels and solutions for aerospace

The innovative smart RFID label is flexible in design and intended for use on both metal and non-metal parts, and represent the next generation of products to extend the use of smart asset tagging in aerospace applications.

[CLICK FOR MORE](#)

FEIG unveils sleek newly designed RFID reader for library and other applications

The lightweight OBID i-scan PRH200 RFID Reader packs an antenna, HF reader and batteries into an extremely thin blade design for easy one-handed operation, offering greater functionality than traditional readers requiring a tethered antenna connection.

[CLICK FOR MORE](#)

Jamison RFID introduces Mini-Hawk reader targeted at healthcare and IT asset management

The Mini-Hawk features the new Motorola FX7500 fixed reader running on power over ethernet (PoE) that is coupled with two small high-gain antennas that can be directed at any angle of azimuth and pitch to create the optimum RFID "field of view."

[CLICK FOR MORE](#)

EBook: RFID in Retail 2013

This 20-page E-Book summarizes the major RFID deployments and announcements that occurred in the retail space during 2013. Major retailers included in the report include Adler, American Apparel, Borsheims, C&A, De Wolky Shop, Faconnable, Kohl's, Macy's, Mersmann, and the Store of the Future.

[CLICK FOR MORE](#)

Got Content? Contact Content on Demand for your white paper and thought leadership needs

Content on Demand is a division of RFID 24-7 that supplies thought leadership content to technology and healthcare providers,

as well as other industries. Contact us for your white paper, case study, blogging and media relations needs. Content On Demand produces executive thought leadership designed to elevate brand awareness and provide optimum visibility for senior executives.

[EMAIL CONTENT ON DEMAND FOR DETAILS](#)

Increase Your Networking

Join the RFID 24-7 Group on LinkedIn!



ABOUT THE EDITOR: John R. Johnson is a veteran business and technology journalist with over 20 years of experience covering RFID technology, mobile and wireless, smart grid and supply chain topics. He is the former editor of RFIDWatch Weekly.

RFID 24-7 is published by Bumpkin Island Online Media

www.rfid24-7.com | john@rfid24-7.com | 617.851.4569 | [@johnrfid247](https://twitter.com/johnrfid247)

**RFID
24-7**