

RAIN RFID Alliance



RAIN[®]
RFID



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Bronze Sponsors





- **RAIN RFID Alliance was founded in 2014**
 - Increase awareness and understanding of passive UHF RFID (GS1's EPC Gen2 protocol and ISO's 18000-63 standard)
- **Over 160 global members and annual meetings in Americas, Asia and Europe**
 - Alliance members include hardware and software companies, solution providers, academics, and end-users



What is RAIN RFID?

- **RAIN RFID is a wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to *identify*, *locate*, *authenticate*, and *engage* each item.**
- **RAIN RFID makes it possible to network *things* without power.**
 - >15 billion things tagged in 2018
 - 20 billion annually by 2020



- **RFID** is a generic acronym to describe different types of wireless technologies – different frequencies, different standards, passive vs. active, etc. *This creates confusion.*
- **RAIN** is a brand for a specific passive UHF RFID wireless technology
 - GS1's UHF Gen2 protocol
 - ISO/IEC's 18000-63 standard
- **The ultimate goal is for "RAIN" to be THE UHF RFID brand**
 - To transition companies and consumers to the RAIN brand, **"RAIN RFID"** is currently being used
- **Other wireless technology brands, easier for end-users to understand:**
 - **WiFi**, instead of IEEE's 802.11 versions
 - **NFC**, instead of HF RFID or ISO/IEC's 14443
 - **Bluetooth**, instead of IEEE's 802.15.1



- **Workgroups projects help grow the RAIN RFID technology market**
 - Increase awareness & understanding of RAIN RFID
 - Members collaborate to remove barriers to growth
- **Currently seven workgroups:**
 - Aviation
 - Developers
 - Healthcare
 - IoT
 - Retail
 - Smart Products and Packaging
 - Technical





RAIN RFID DELIVERS INTERNET
CONNECTIVITY TO BILLIONS
OF EVERYDAY THINGS

LIKE
RAIN DROPS
TO THE SEA



WELCOME TO RAIN RFID

A wireless technology
that connects billions
of everyday items to
the internet



BECOME A MEMBER

Join hundreds of other companies in being a member of the RAIN RFID Alliance and have access to information, meetings and more.



WHAT IS RAIN RFID

The RAIN RFID Alliance is a global organization promoting the universal adoption of RAIN technology solutions across many different vertical markets.



RAIN DOCUMENTS

Here you can view and download RAIN Alliance and Member documents, as well as White Papers, E-Books and more.



RAIN RFID ALLIANCE – 2019 AMERICAS MEETING

FedEx Institute of Technology University of Memphis 365
Innovation Dr, Memphis, TN 38152

05-07 March 2019



[Overview](#) | [Registration](#) | [Agenda](#) | [Hotel & Travel](#)

REGISTRATION IS NOW OPEN



Market Pages

Case Studies, News, Presentations, etc.

RETAIL
Identifying retail items for inventory management

Retail Benefits of RAIN

RAIN in Retail

Download RAIN Alliance Brochure

Request for RAIN RFID Help

See Retail Market Presentations

Documents & Videos Organized by Markets

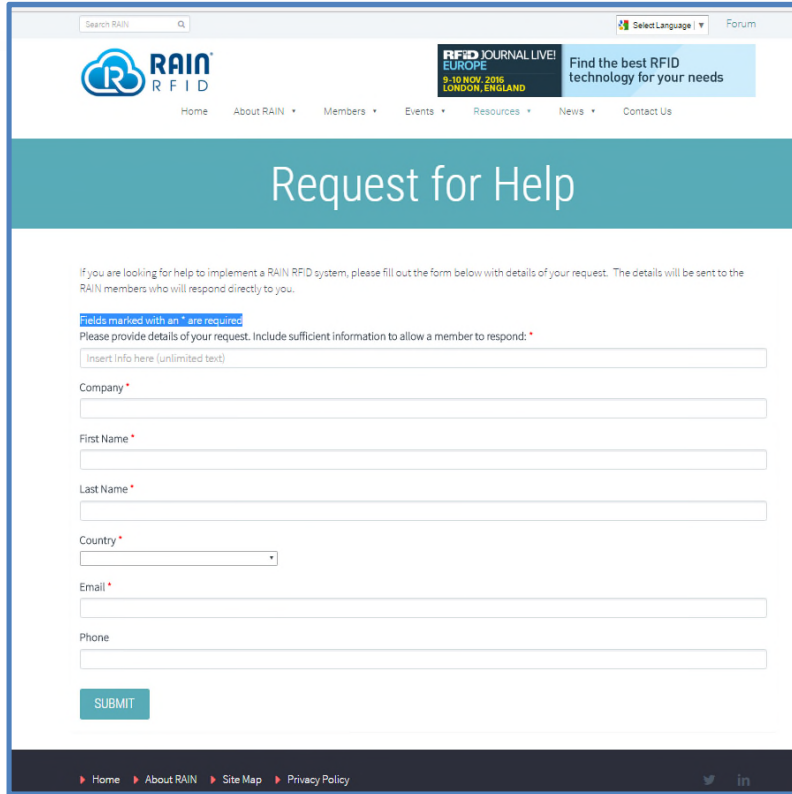
Documents

Videos

- **Current markets – Healthcare, IOT, Retail, & Smart Manufacturing**
- **Lists of >100 retailers and >40 healthcare end-users worldwide**



Requests for Help



The screenshot shows the RAIN RFID website's 'Request for Help' page. At the top, there is a search bar, a language selector, and a forum link. The RAIN RFID logo is on the left, and a banner for 'RFID JOURNAL LIVE! EUROPE 9-10 NOV 2015 LONDON, ENGLAND' is on the right. Below the navigation menu, the page title 'Request for Help' is displayed. The main content area contains a form with the following fields: a text area for the request details, and input fields for Company, First Name, Last Name, Country (dropdown), Email, and Phone. A 'SUBMIT' button is at the bottom of the form. The footer includes links for Home, About RAIN, Site Map, and Privacy Policy, along with social media icons for Twitter and LinkedIn.

- **Great way to get help on your project**
- **End users can post on the web site**
- **Sent to all member companies for their attention**

Post your requests for help with your project
<http://rainrfid.org/resources/request-for-help/>



Detailed information about the technology,
markets using RAIN RFID, and the Alliance

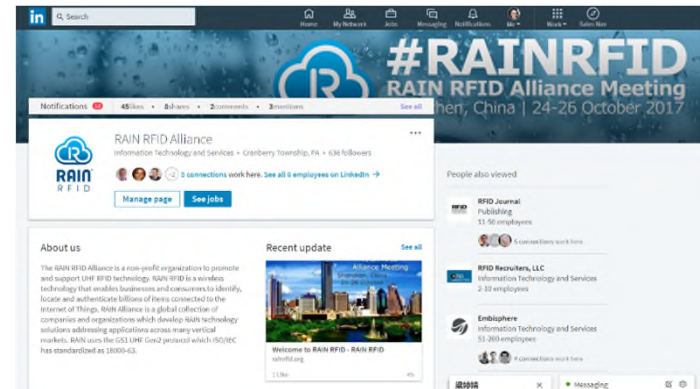
- **Details about RAIN RFID**
 - Tags, Readers, Antennas, Software, and Data
- **Standards and Numbering System**
- **Markets | Industries | Applications**
 - 9 in the first version, will add more
 - Applications and benefits of using RAIN
 - Case studies
- **Request for Help**
 - How end-users can find the RAIN Alliance members they need to work with
- **RAIN RFID Alliance**
 - Workgroups and Meetings
 - List of Members and Categories for the companies



Over 60 pages in the first version
E-Book will be updated twice per year

RAIN Alliance - Communication

- Quarterly newsletters
- Invitations to upcoming RAIN Alliance meetings
- Events focused on industries with Alliance and members involved
 - Booths
 - Presentations
 - List of events and details maintained on our website
- Social Media
 - Share RAIN RFID news as it happens – Twitter (@RAINRFID) & LinkedIn



RAIN – Face to Face Meetings

Locations	Dates	Sponsors
Florence, Italy	11 – 13 June 2019	Temera/EMMicro
Asia – location TBD	Early September 2019	???
Americas		
Europe		
Singapore (with IEEE) possible		



RAIN – Enabling the IoT

- **Unique item identification**
- **Low cost**
- **Batteries not required**
- **Line-of-sight not needed**
- **Long or short range**
- **Security availability**
- **Connects to sensors**

RAIN
IS EVERYWHERE

JOIN NOW
TO GROW THE TECHNOLOGY
IN YOUR MARKET

HEALTHCARE

RETAIL

LOGISTICS

PHARMACEUTICAL

INDUSTRIAL
MANUFACTURING

CONSUMER
SERVICE

IoT

PACKAGING

ELECTRONICS





RAIN[®]

R F I D

www.RAINRFID.org