RAIN RFID Alliance

Florence, Italy
11-12 June 2019

Thank You Sponsors!

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Survey

- **Please remember to take the survey on your phone about yesterday (for members) and then again after we finish for today - everyone**
- **You have until noon for yesterday's survey**

Antitrust Caution

RAIN is committed to complying fully with antitrust laws.

We ask and expect everyone to refrain from discussing prices, margins, discounts, suppliers, the timing of price changes, marketing or product plans, or other competitively sensitive topics.

If anyone has concerns about the propriety of a discussion, please inform a RAIN representative as soon as possible.

Please remember to make your own business decisions and that most Standards are voluntary and not mandatory.

Please review the complete RAIN antitrust policy at: https://rainrfid.org/about-rain/anti-trust-guidlines/

RAIN RFID Alliance

RAIN is a subsidiary of AIM

- **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?

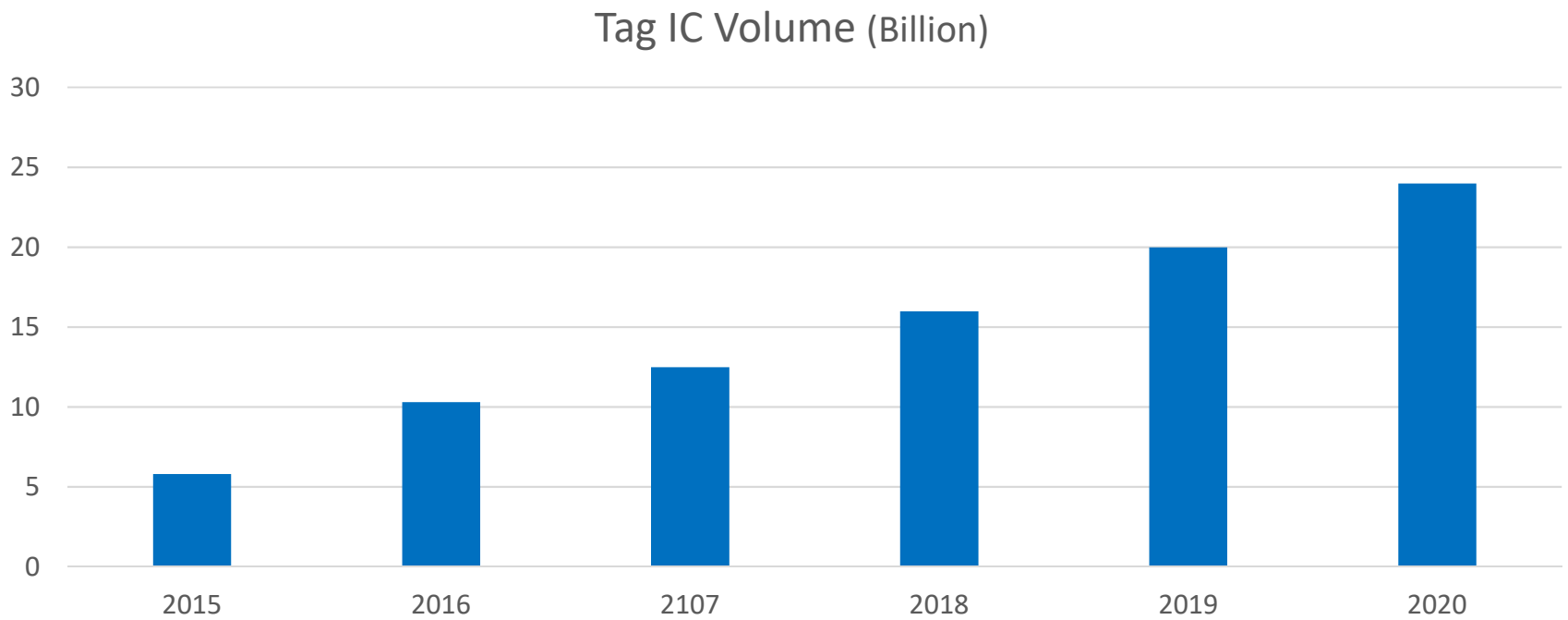
- **RAIN RFID is a wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to identify, locate, authenticate, and engage each item.**
- **RAIN RFID makes it possible to network *things* without power.**
  - >15 billion things tagged in 2018
  -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

RAIN Brand

- **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

WiFi Alliance Bluetooth SIG NFC Forum

Tag IC Volume

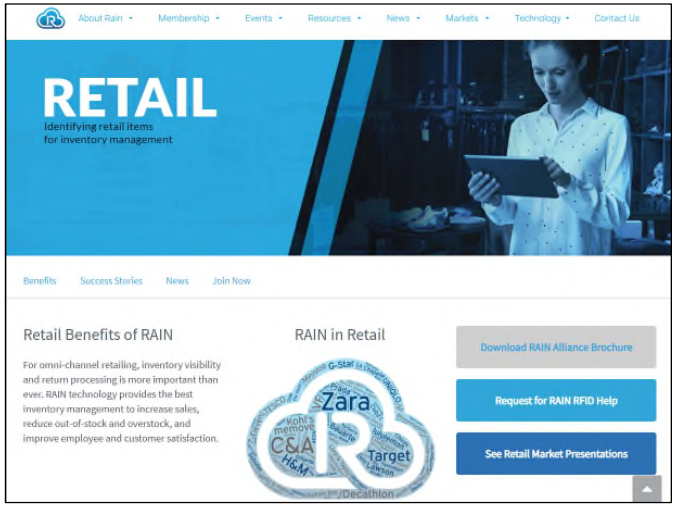


Data Collected by RAIN 2015-2018: Forecast 2019-2020

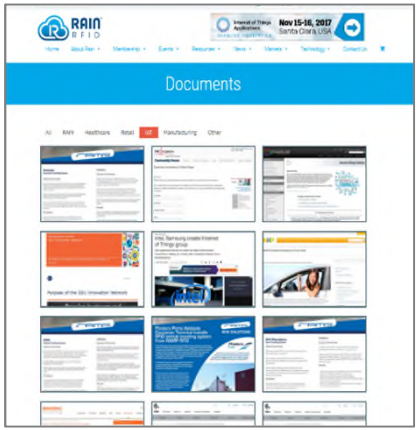
www.RAINRFID.org

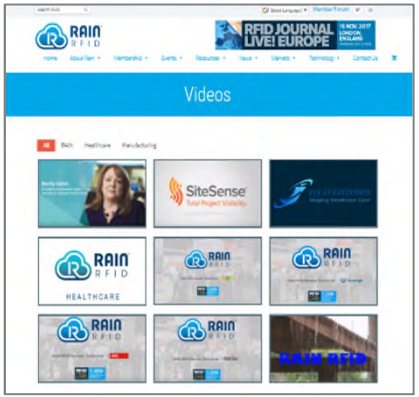
Market Pages

Case Studies, News, Presentations, etc.



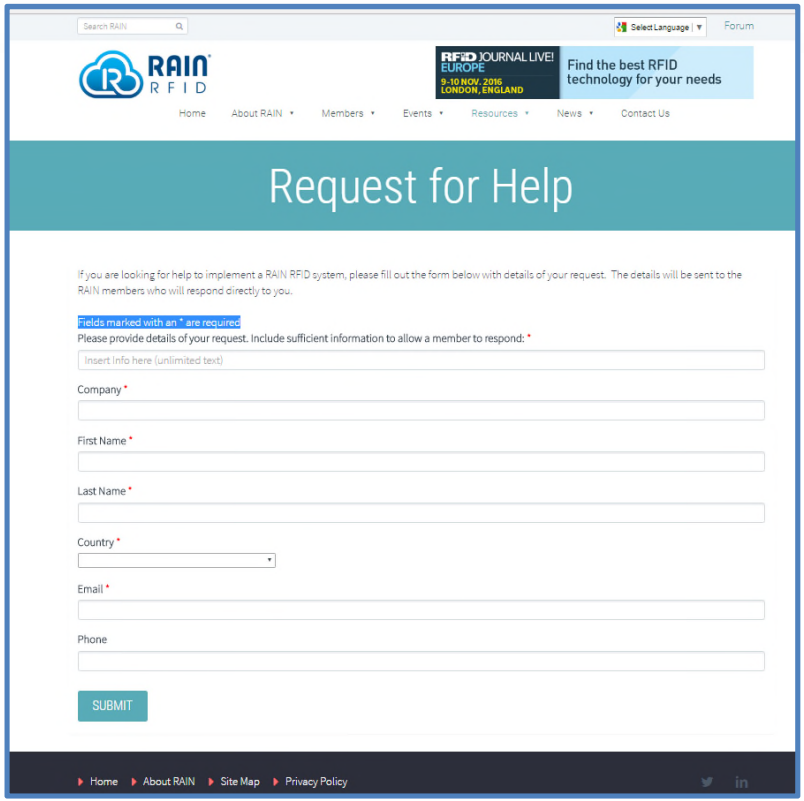
Documents & Videos Organized by Markets





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

Requests for Help



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

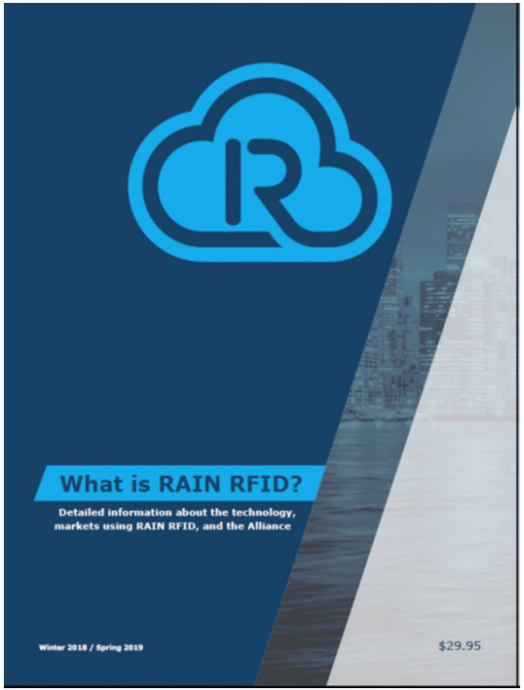
Post your requests for help with your project
http://rainrfid.org/resources/request-for-help/

E-Book

What is RAIN RFID?

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

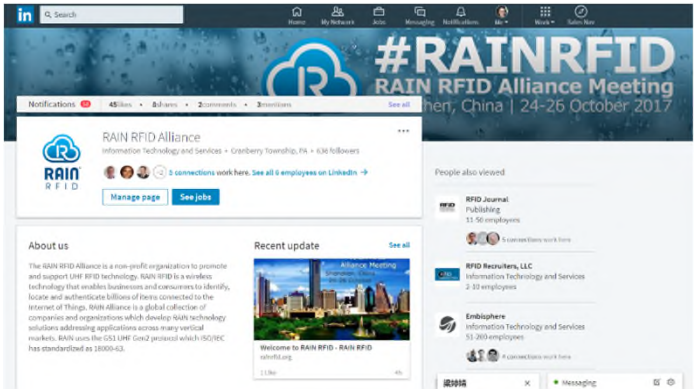
- **Details about RAIN RFID**
  - Tags, Readers, Antennas, Software, and Data
- **Standards and Numbering System**
- **Markets | Industries | Applications**
  - 9 in the first version, will add more
  - Applications and benefits of using RAIN
  - Case studies
- **Request for Help**
  - How end-users 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



Agenda

9:00AM	WELCOME TO Memphis	**Steve Halliday** President, RAIN RFID Alliance
9:15AM	Keynote: The RFID Technology, A Tremendous Enabler for Fashion	**Alessandro Manetti** Temera
9:45AM	Keynote: Register your Twins	**Chris Diorio** Impinj
10:15AM	BREAK	Back by 10:45AM

Agenda

10:45AM	Keynote: Smartrac	**Ray Freeman** Smartrac
11:15AM	RAIN RFID, the Latest Concept in Medline's Portfolio of Value-Added Logistic Services for Traceability and Automatic Inventory Replenishment	**Lara Capelli** Medline
11:45AM	RAIN RFID and Indirect Inventory Visibility	**Roberto Bertolini** SAP Italia
12:15AM	Learnings from developing a RAIN RFID based New Retail solution	**Lauri Huhtasalo** Stora Enso

Agenda

12:45PM	LUNCH	**Be back by 2:00pm**
2:00PM	Expand Your Markets in The U.S. and Overseas: Keep Your RFID Business Safe from the Crosshairs of the FCC and International Enforcement Agencies	**Ronald Quirk** Marashlian & Donahue, PLLC
2:30PM	Retail Reimagined: Zebra Shopper Study and examples from the real world	**Mark Thomson** Zebra Technology
3:00PM	Baggage Visibility Utilizing RAIN– Overcoming the Deployment Challenges for a Smooth Introduction	**Debangana Mukherjee** CISC

Agenda

3:30PM	BREAK	**Be back at 4:00pm**
4:00PM	GS1 - Initiatives and Innovation	**Claude Tetelin** GS1
4:30PM	Expanding RAIN RFID beyond Hardware and Tags, through Services & Solutions	**Mark McDonald** Alien Technology
7:30PM	DINNER	

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**

Download your mobile app now!

App name: CrowdCompass AttendeeHub
Event name: RAIN EU Meeting

https://crowd.cc/s/2OZ3u
Password: Ra1N3Umtg

ANDROID APP ON Google play

Available on the App Store

CrowdCompass by Cvent

www.RAINRFID.org