

RAIN RFID Alliance

Florence, Italy
11-12 June 2019



RAIN[®]
R F I D





Thank You Sponsors!

Gold Sponsor



Silver Sponsors



Bronze Sponsors



- **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 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



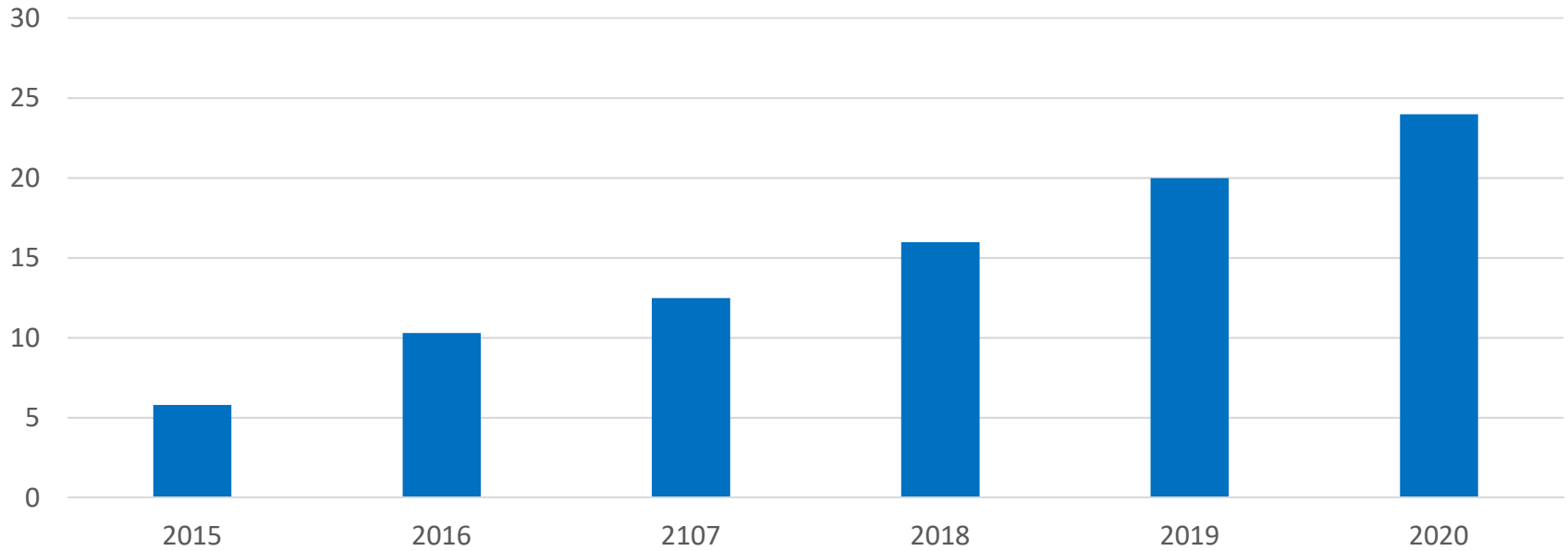
RAIN Brand

- **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



Tag IC Volume

Tag IC Volume (Billion)



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



Market Pages

Case Studies, News, Presentations, etc.

RAIN RFID

Home | About Rain | Membership | Events | Resources | News | Markets | Technology | Contact Us

RETAIL

Identifying retail items for inventory management

Benefits | Success Stories | News | Join Now

Retail Benefits of RAIN

For omni-channel retailing, inventory visibility and return processing is more important than ever. RAIN technology provides the best inventory management to increase sales, reduce out-of-stock and overstock, and improve employee and customer satisfaction.

RAIN in Retail

Download RAIN Alliance Brochure

Request for RAIN RFID Help

See Retail Market Presentations

Documents & Videos Organized by Markets

RAIN RFID

Home | About Rain | Membership | Events | Resources | News | Markets | Technology | Contact Us

Documents

All | Retail | Healthcare | Retail | Manufacturing | Other

The National Retail Federation's RFID Program

The 2013 Global Retail Network

RAIN RFID

Home | About Rain | Membership | Events | Resources | News | Markets | Technology | Contact Us

Videos

Retail | Healthcare | Manufacturing

SiteSense

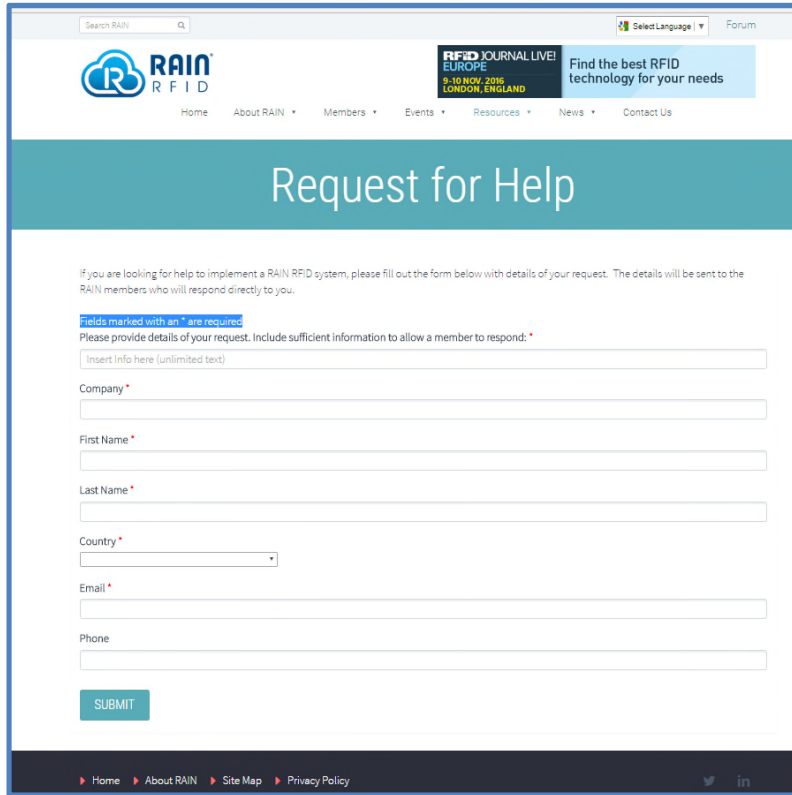
RAIN RFID HEALTHCARE

RAIN RFID

- **Current markets – Aviation, 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. The main heading is 'Request for Help'. Below it, a paragraph explains that users should fill out the form for help with RAIN RFID systems. A note indicates that fields marked with an asterisk are required. The form includes a large text area for details, and input fields for Company, First Name, Last Name, Country (a dropdown menu), Email, and Phone. A 'SUBMIT' button is at the bottom. The footer contains navigation 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

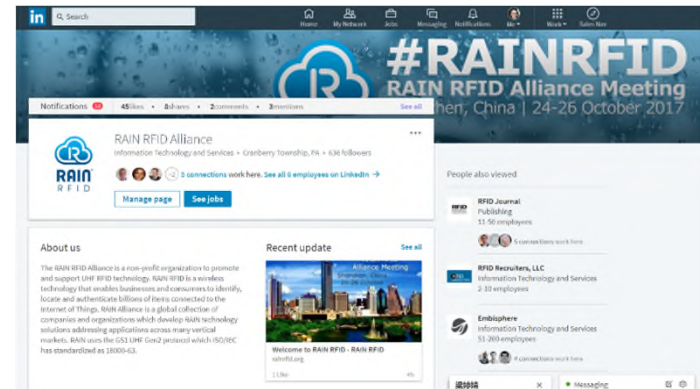
- **Details about RAIN RFID**
 - Tags, Readers, Antennas, Software, and Data
- **Standards and Numbering System**
- **Markets | Industries | Applications**
 - 9 in the first version, will add more
 - Applications and benefits of using RAIN
 - Case studies
- **Request for Help**
 - How end-users can find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



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**

RAIN
IS EVERYWHERE

JOIN NOW
TO GROW THE TECHNOLOGY
IN YOUR MARKET

HEALTHCARE

RETAIL

LOGISTICS

PHARMACEUTICAL

INDUSTRIAL
MANUFACTURING

CONSUMER
SERVICE

IoT

PACKAGING

ELECTRONICS



Download your mobile app now!



App name: CrowdCompass AttendeeHub
Event name: RAIN EU Meeting

<https://crowd.cc/s/2OZ3u>

Password: Ra1N3Umtg





RAIN[®]

R F I D

www.RAINRFID.org