

9 FACTS ABOUT RFID TECHNOLOGY IN LOGISTICS

RADIO FREQUENCY IDENTIFICATION (RFID) HAS BECOME ONE OF THE MEGATRENDS IN LOGISTICS. IT IS SURPRISING THEN THAT DESPITE THE HUNDREDS OF MILLIONS OF RFID TAGS SOLD THIS YEAR ALONE THAT, ACCORDING TO RESULTS FROM THE 2014 GS1 US STANDARDS USAGE SURVEY, FINALLY SAW THE TECHNOLOGY LIVING UP TO THE HYPE IN THE LOGISTICS INDUSTRY IN THE LAST FEW YEARS.

HERE ARE ONLY A FEW WAYS THAT RFID TECHNOLOGY HAS CHANGED, AND IS CONTINUING TO CHANGE THE NOT ONLY THE WAY WE THINK ABOUT LOGISTICS, BUT ALSO HOW INTERACT WITH THE WORLD AROUND US.

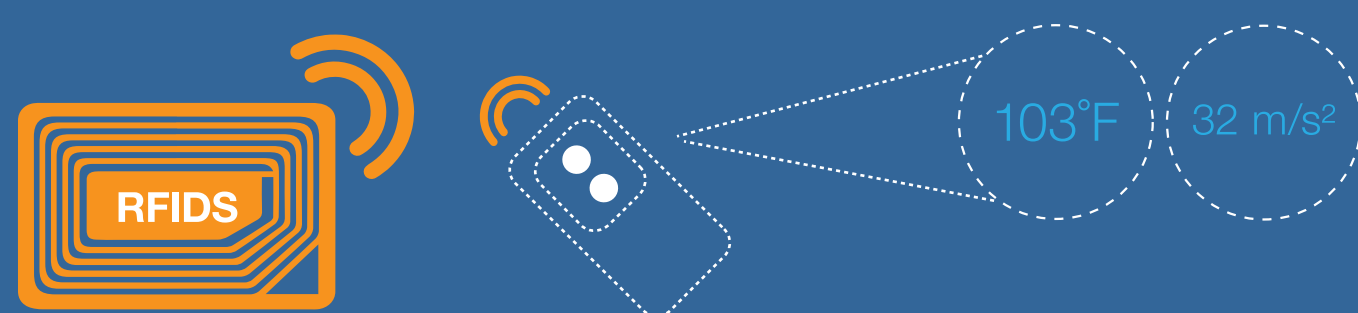
1 RFID TECHNOLOGY HAS ITS ORIGINS AS FAR BACK AS WWII. TRANSPONDERS AND TRANSMITTERS WERE USED IN PLANES AND TANKS TO HELP COMBATANTS DISTINGUISH FRIEND FROM FOE.



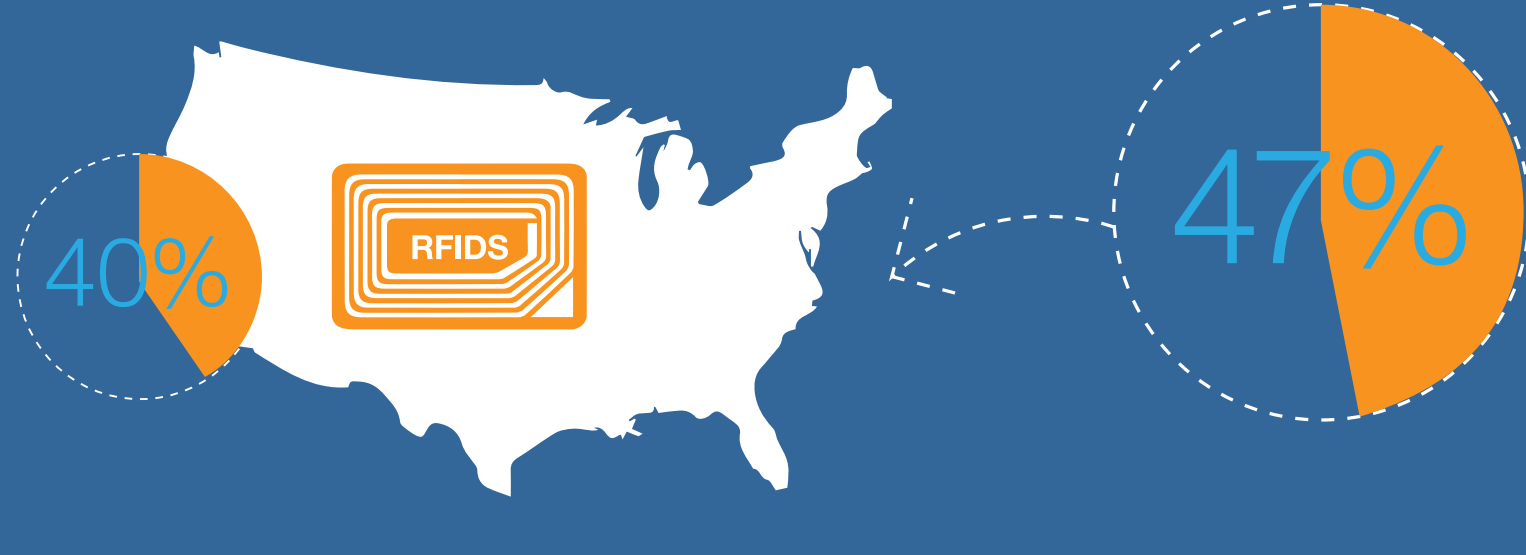
2 THE READ SPEED OF THE INFORMATION DELIVERED BY RFIDS IS AT LEAST 10 TIMES HIGHER THAN STANDARD BARCODES. THIS MEANS FASTER DATA PROCESSING AND SHORTER PROCESSES.



3 SOME RFID TAGS ARE EQUIPPED WITH EXTRA SENSORS THAT CAN PERFORM JOBS THAT INCLUDE MEASURING TEMPERATURE OR VIBRATION.



4 40 PERCENT OF ITEMS MADE BY US APPAREL AND GENERAL MERCHANDISE MANUFACTURERS HAVE RFID TAGS, WHILE 47 PERCENT OF ITEMS RECEIVED BY US APPAREL AND GENERAL MERCHANDISE RETAILERS HAVE RFID TAGS. THE CLOSE PARITY SUGGESTS RFID ADOPTION IS NEARING A TIPPING POINT.



5 DISNEY'S THEME PARKS ARE HIGHLY RELIANT ON RFID TECHNOLOGY TO MAXIMIZE CUSTOMER EXPERIENCE. THROUGH THEIR MAGICBANDS, EASY-TO-USE WRISTBANDS WITH BUILT IN RFID CHIPS, DISNEY IS ABLE TO OFFER VISITORS A PRE-PLANNED ITINERARY WITH THE LEAST AMOUNT OF WAIT TIMES BASED ON VISITOR INTERESTS, EASY BOOKING AND CHECK IN OF SHUTTLES AND HOTELS, RIDE RESERVATION, AND ELIMINATES THE NEED TO CARRY CASH AS THE BAND IS LINKED TO THE VISITOR'S CREDIT CARD.



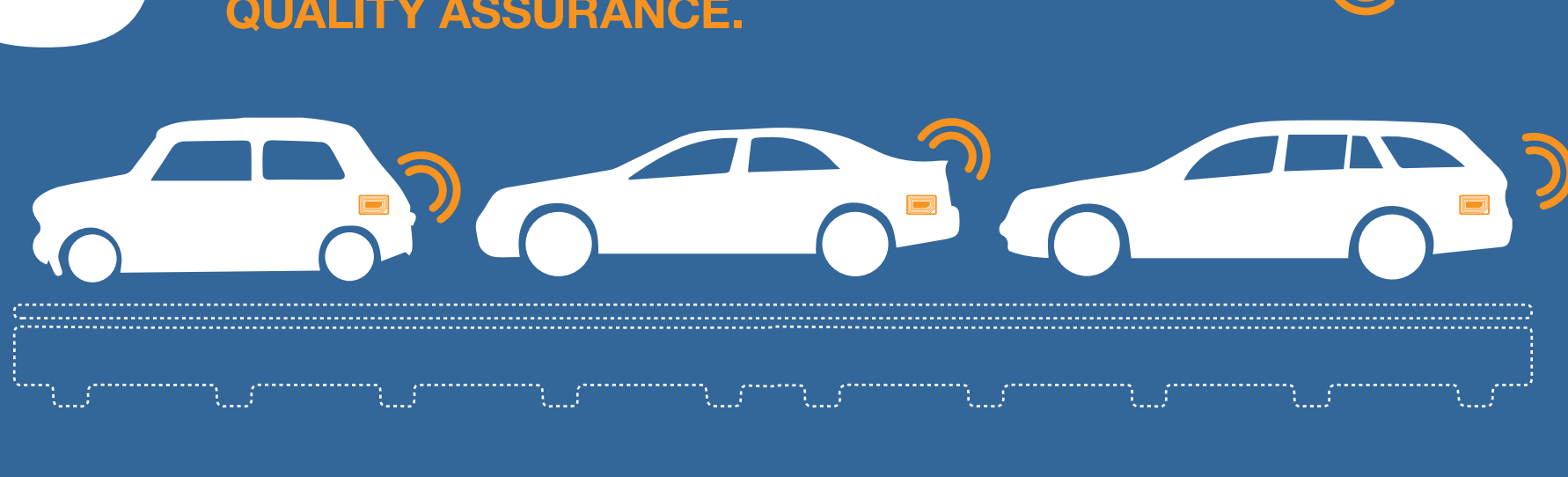
6 RFID HAS REVOLUTIONIZED HOW PEOPLE THINK ABOUT TOYS THANKS TO THE "TOYS TO LIFE" CONCEPT. ACTIVATION (SKYLANDERS), NINTENDO (AMIIBOS), AND DISNEY (DISNEY INFINITY), HAVE MADE MILLIONS SELLING ACTION FIGURES OF THEIR RESPECTIVE IPS WITH BUILT IN RFID CHIPS WHICH ENABLE THE OWNER TO DIGITALLY INTERACT WITH THEIR PURCHASED FIGURES THROUGH VIRTUAL WORLDS.



7 RFID IS WIDELY USED IN PUBLIC TRANSPORTATION SYSTEMS IN CITIES SUCH AS HONG KONG, SINGAPORE, MOSCOW AND RIO DE JANEIRO. NORMALLY, A USER CHARGES THE RFID CHIP WITH MONEY AT A TERMINAL, AND THE CHIP THEN SERVES AS A CASHLESS PAYMENT THAT CAN BE SIMPLY MADE WITHOUT CONTACT WHEN A GATE IS PASSED.



8 IN THE AUTOMOTIVE INDUSTRY, ASSEMBLY PROCESSES USE RFID TAGS AS WELL. THESE TAGS SIMPLIFY PROCESS DOCUMENTATION, AND HELP IMPROVE QUALITY CONTROL AND QUALITY ASSURANCE.



9 RFID TAGS ARE BEING USED ON TRANSPORT BOXES FOR MEDICATIONS. THEY ENABLE EACH INDIVIDUAL CONTAINER TO BE IDENTIFIED AND ALSO INDICATE IF SPECIAL PRECAUTIONS (SUCH AS TEMPERATURE CONTROL) IS NEEDED TO KEEP SPECIFIC MEDICATIONS VIABLE. THEY ARE ALSO USED IN ORDER TO AVOID THE LOSS OF OR DAMAGE TO TAGS DURING THE TRANSPORT OR CLEANING OF THE CONTAINERS, AS WELL AS A SECURITY MEASURE AGAINST THEFT OF POTENTIALLY LIFE SAVING MEDICATION

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