

RFID VS NFC

RADIO FREQUENCY IDENTIFICATION

NEAR FIELD COMMUNICATION

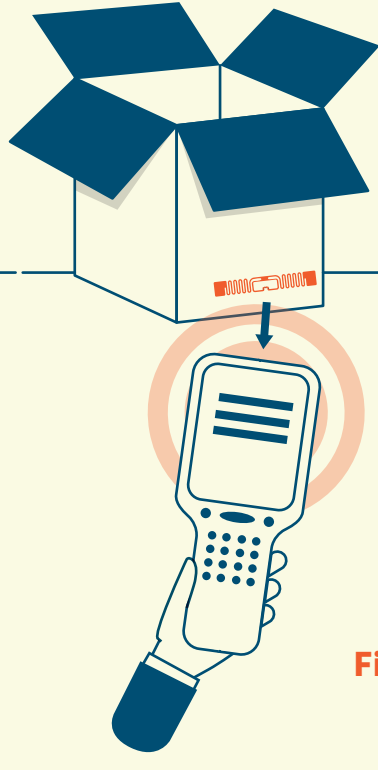
NFC IS A SUBSET OF RFID

ITEM CENTRIC

- Invented in the 1980's**
- Improves upon printed barcodes**
 - Does not require line of sight
 - Increased read range
 - Can be read quickly in batches
- Stores and transmits simple ID's**
- Inventory tracking through the supply chain**
- Loss prevention**

USER CENTRIC

- Invented in 2002**
- Improves upon QR codes**
 - Does not require line of sight
 - Increased security
 - Added intelligence
- Stores and transmits multiple data types**
- Adds utility to products during use**
- Product authentication**

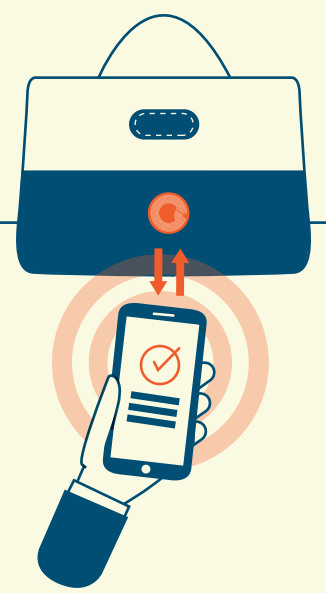


Time to connect: <1ms

Read Range:
(passive) 1m-10m
(active) 10m-100m

Tag Reader:
Fixed infrastructure reader
Handheld reader

Tag Price: <\$0.10



Time to connect: <1ms

Read Range: 0cm-10cm

Tag Reader: Smartphone

Tag Price: <\$0.10

WHAT CAN RFID BE USED FOR?

Track and trace inventory management

Locate items within a space



Loss prevention

Alerts stolen products



Access control

Race timing

Provides a seamless race-day experience



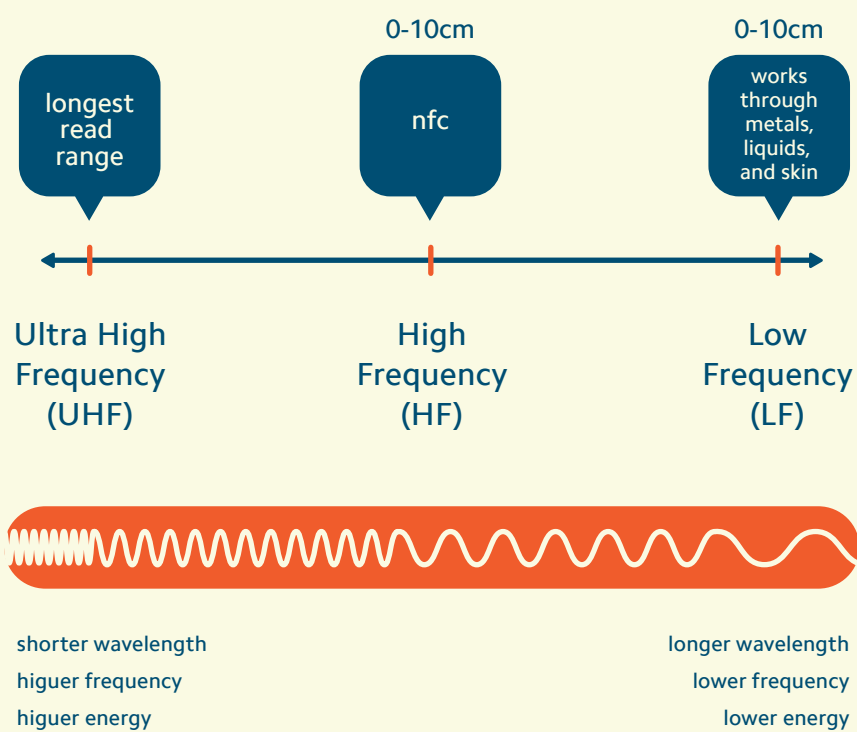
Attendee tracking

Eliminates registration lines



Pet / livestock identification

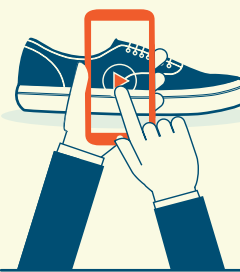
RFID FREQUENCY RANGES



WHAT CAN NFC BE USED FOR?

Content Channel

Embedded experiences
Exclusive content
1:1 messaging
Product gamification



Customer acquisition across sales channels

Product registration
Store check-in



Product authentication / Brand protection

Protect your brand



Mobile payments

Upsell experience
Resell experience



DEVICE COMPATIBILITY

iPhone 7 and newer

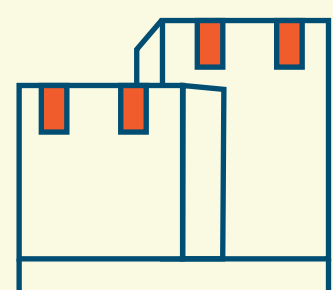
Android

Windows Phone

Blackberry

Tablets

PRODUCT LIFECYCLE



FACTORY ► SHIPPING ► WAREHOUSING ► RETAIL INVENTORY

RFID Track and Trace

NFC Customer Experience

IN-STORE EXPERIENCE

check-in
authentication
product info
purchase

POST-SALE EXPERIENCE

upsell
feedback
tutorials
gamification
exclusive content
product registration

RECYCLE

