



TEXAS INSTRUMENTS

# RFID *e*NEWS

INTERNATIONAL eNEWSLETTER OF THE TI\*RFID™ GROUP

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## Introduction

This is the first issue of RFID eNEWS. It is a complement to the popular 12-page RFID NEWS that's been published since 1991. eNEWS will be distributed via email on a frequent basis to keep you abreast of product and business highlights of Texas Instruments Radio Frequency Identification Systems. I welcome your feedback to: [sdhont@ti.com](mailto:sdhont@ti.com)

*Rgds, Susy d'Hont, Editor*

Visit  
[www.ti-rfid.com](http://www.ti-rfid.com)

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## TIRIS™ Becomes TI\*RFID™ Systems

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TIRIS has officially changed its name to Texas Instruments Radio Frequency Identification Systems or TI\*RFID™. The new name more closely aligns our group with the corporate name and better leverages the TI brand as a leading global technology innovator.

Although the TIRIS name is firmly established in a number of important industries like automotive and livestock, where TI products have been in use for almost a decade, there are many unexplored opportunities in new industries where RFID is just emerging. The web site can be accessed by both [www.tiris.com](http://www.tiris.com) and [www.ti-rfid.com](http://www.ti-rfid.com)

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## Payment & Loyalty Applications Take Off

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TI\*RFID tags have been all over the news lately—you may have seen some of this coverage on network news shows, or in local newspapers. Using Mobil Speedpass™ tags at select McDonald's restaurants recently appeared in the national news and on the Oprah Winfrey show on Jan 19. Nokia and 2Scoot announced trials at several North Carolina Taco Bell's, and the word is that expanded market tests will ensue in the near future.

Shell Canada is rolling out their EasyPay™ program to more than 200 stations in three major Canadian markets.

ExxonMobil has expanded the Speedpass program inside convenience stores at more than 5000 locations in North America. All of this adds up to the growing popularity of what is now called "m-commerce" based on RFID systems.

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## Dynasys Signs On as US Distributor

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TI\*RFID recently expanded its national sales effort by signing on Dynasys Technologies Inc. of Clearwater, Fla. to sell a wide selection of its products from low frequency tags and readers to Tag-it inlays. This helps potential integrators and users to get fast access to systems. Dynasys has been a leading manufacturer and distributor of auto ID products for more than a decade. Website: [www.dyna-sys.com](http://www.dyna-sys.com)

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## New Customer Support Service

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TI\*RFID launched a new customer support service last October that includes dedicated, trained personnel at a call center to answer your questions. Looking for technical support? Do you need assistance in getting started with your RFID application? In the US, contact RFID support at (888) 937-6536, or email to [rfidsupport@ti.com](mailto:rfidsupport@ti.com) from any worldwide location.

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## U.S. eStore – A Success

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The eStore, which launched last October is already showing great results. Each month sales have doubled, with new customers ordering low frequency evaluation kits and small quantities of standard RFID products.

Today the eStore is only available to US-based customers. It will expand to include European countries, Mexico and Canada April 1. Purchases can be made on this secure site using a credit card.

There are plans to continue to expand the number of products available on the eStore progressively throughout the year.

Dave Pepalis of Downers Grove, Ill., one of the first eStore customers said, "I logged onto the eStore from home to order transponders. I found the process easy to use and received my order in a couple of days."



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**New U.S. Sales Manager Comes Aboard**

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Doug Bourque recently joined TI\*RFID to take over responsibility for North and South American Sales. Before coming to work at TI, Doug was a regional sales manager, covering Fla. to Calif. including Mexico and Latin America, for Avery Dennison's Printer Systems group. During his 10 years with Avery, Doug also worked as a business development manager and account rep. He has a Marketing degree from the University of Texas at Arlington.

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**Calendar of Events**

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Upcoming shows and conferences where TI\*RFID will participate:

**Promat**, McCormick Place, Chicago, Feb 12-15, Booth # 2521.

**CEBIT**, Hannover, Germany Mar 22-28, AIM pavilion.

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