RFID eNEWS

Introduction

This is the second 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 monthly basis to keep you abreast of product and business highlights of Texas Instruments Radio Frequency Identification Systems. All issues are archived on our web site in the Document Center. I welcome your feedback to: sdhont@ti.com

Rgds, Susy d'Hont, Editor

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TI*RFID Launches University Program

TI*RFID, this month, launched a University Support Program to advance RFID research and development towards new applications. The program will sponsor a number of institutions by providing free equipment and technical support. The first institution to take advantage of this program was the University of Mississippi who are developing an application called C.O.P.S, Computer Oriented Proximity Sensor that will secure access to computer screens when the authorized user is out of range. TI*RFID is currently evaluating several other interesting proposals.

TEXAS INSTRUMENTS

Tag-it™ Tracks and Protects Ski Wear

Last spring, one of the largest Japanese fashion sportswear companies began testing Tag-it smart labels to track expensive ski wear at their Italian branch called Goldwin Sportswear Europe. The test focused on product shipped from the factory in Beijing, China to the main European distribution center in Milan. The objectives for using RFID were to speed customer shipments by reducing order assembly, detect shrinkage during shipping, and prevent unauthorized sales by distributors outside their regions.

Systems integrator, Euro Link SRL designed and created the system.

ProMat Draws Knowledgeable Visitors

At the recent ProMat show, Feb. 12-15 at McCormick Place in Chicago, TI*RFID demonstrated their UHF Tag-it system with a loaded pallet moving through a simulated dock door. 30 smart labels were adhered to the boxes; that were all read in about 1 second. The TI booth was visited by many people who were serious about putting RFID to work in their operations. Michael Green of Dell said, "We want to use RFID to make a dramatic improvement in the throughput of our supply chain. We are looking to start with item level tagging of all the parts that go into the assembly of computers."

Distribution Down-Under

Electro-Com, RFID Technologies Division signed an agreement last year to distribute all of TI*RFID's products to Australia and New Zealand, thus providing immediate supply from in-house stock and local technical support services. MD, Chester Lennard said, "We signed with TI because we believe they are the world leader in RFID with a strong selection of platforms to serve all applications." Contact Electro-Com at rfid@electrocom.com.au

Holland Flower Auction Uses RFID Tags for Logistics Improvements

The Holland Flower Auction is tagging 100K stack trolleys that transport their inventory throughout the auction floor thus automating this entire process. Antennas are located under the floor at strategic locations. The trolleys will be both steerable and traceable. The system opens up a whole new range of functionality—feedback from the customer into the auction's logistical processes, and data to the customer for quality control.

Carlsberg Tetley Automates Warehouse

Carlsberg Tetley, one of the UK's largest brewers and drinks suppliers, has achieved what it describes as a significant milestone in warehouse automation. RFID tags supplied by RFID Components, are mounted on trailers moving between the brewery and distribution centers associating the trailer's load with the correct "put-away" instructions for the forklift trucks at the distribution centers. Integration was done by Microlise Systems.

3M Digital ID Goes Live in Vegas

In January a dedication ceremony was held to mark the opening of the University of Las Vegas (UNLV) high-tech Lied Library that fully integrates 3M Digital Identification System based on Tag-it for item level tracking of all 884,523 pieces of the library's materials. This new system optimizes collection management, thus improving staff efficiency and enhancing patron service.

Calendar of Events

Upcoming shows and conferences where TI*RFID will participate:

Miami Sea Trade Show, Mar 5-9, Calm Computing exhibit.

SAE Automotive, Mar 5-8, Detroit.

CTIA Wireless 2001, Mar 20-22, Las Vegas, Nokia exhibit.

CEBIT, Mar 22-28, Hannover, Germany, AIM Pavillion.

Pakex 2001, Apr 2-6, NEC Birmingham, UK, Sessions of York exhibit.

Smart Label Conference, Apr 17-18, Chicago Airport.

Nacstech, Apr 23-25, Anatole Hotel, Dallas, Booth #438.

Datamax Users Conference, Apr 25-28, Orlando.

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