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RFID eNEWS

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Introduction

This is the third 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: billallen@ti.com

Rgds, Bill Allen, Editor

Visit
www.ti-rfid.com

TI*RFID Enhances eStore Offerings

In early June, TI*RFID will begin offering high frequency evaluation kits online – expanding the eCommerce capabilities of the eStore section of its Web site, www.ti-rfid.com. The smart label evaluation kits for 13.56 MHz will be available for $895 and include a reader, antenna, Tag-it transponders, finished product labels, and a CD with technical documentation and a "Getting Started" guide. Customers can purchase the kits on TI's secure site using a credit card.

The TI*RFID eStore makes a variety of RFID products more readily available for engineers and systems integrators to evalu-

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ate and deploy RFID technology for new applications. Since October, TI*RFID has offered low frequency RFID products including transponders, reader modules and an LF Evaluation Kit on the site. The company plans to extend site functionality and continue to expand product offerings in coming months.

FreedomPay Launches Payment and Loyalty Program

In April, FreedomPay, Inc., a leading provider of cashless payment and reward systems, announced the launch of its TI*RFID-based payment and loyalty program that leverages the Internet to provide a ubiquitous, micro-payment solution for its members and retailers. McDonald's began a market-wide test of the FreedomPay network in Boise, Idaho and the surrounding Treasure Valley area. The company also announced that Compass Group North America's Canteen Vending, the world leader in the vending and cafeteria industries, signed an exclusive agreement to progressively install FreedomPay in 50,000 vending machines by the end of 2002.

By simply waving a FreedomPay RFID wand over a sensor at the point of sale, consumers' purchases are automatically deducted from their account through FreedomPay's network. The system provides instant discounts, rewards and promotions to consumers and helps partner companies to efficiently build one-to-one relationships through brand-targeted promotions.

NACSTECH Generates Interest from New Markets

Representatives from Latin American companies explored the benefits of TI*RFID technology at the recent NACSTECH show, held April 23-25 in Dallas, Texas – suggesting that TI*RFID may soon extend its reach to places such as Argentina and Venezuela. The booth also caught the attention of many small, independent gas companies with less than 50 stations. These small business owners dropped by to learn more about the benefits of RFID technology both at the pump and in the store. With large competitors such as ExxonMobil and Shell Canada already experiencing the advantages of RFID, smaller businesses in the market are looking to level the playing field through the use of the technology.

At the show, along with partners 2Scoot and FreedomPay, TI*RFID demonstrated its latest retail applications initiatives, as well as the ExxonMobil Speedpass™ automated payment system for in-store purchases. 2Scoot showed its payment and loyalty program that is currently in field trials at Raleigh, NC-area Pizza Hut, Taco Bell, and KFC restaurants and is available to customers in several form factors, including SmartCovers™ for Nokia's 5100 Series phones. FreedomPay demonstrated its Canteen Vending application which enables cashless payments at vending machines. The RFID-based system allows customers to receive instant discounts, awards and special promotions.

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Auto Nation Endorses Aftermarket RFID System

The TI*RFID-based TRIAD family of auto-motive immobilizers by Dealer Security Solutions was recently named a "preferred product" by Auto Nation, a leading U.S. auto dealer that sells more than 42,000 cars monthly. The TRIAD system is endorsed directly by Auto Nation through its dealer base of 516 dealerships nation-wide, and the product is recommended for installation on all new and used cars on dealer lots.

Dealer Security Solutions RFID technology offers the retail automotive industry a more convenient, foolproof aftermarket security option. Initially installed for inventory man-agement and security on the lot, the TRIAD system is easily reprogrammed for use as an optional anti-theft device for the buyer. The system consists of a TI*RFID transpon-der preprogrammed with a unique ID code and embedded into a key fob. When the driver inserts the key, the transponder is read by a reader module incorporated into the steering column. Without the correct ID code, the engine won't start. Since the introduction of TRIAD immobilizers in early 1999, more than 200 automotive dealer-ships have deployed the system.

STEL'Air" Handheld RFID Reader Compatible with Tag-it' ISO 15693 Smart Label Inlay

Stella S.A., of Marseille, France has introduced their STEL'Air handheld RFID reader, which is compatible with new open global standards ISO 15693 and ISO 1444 (A&B) for vicinity and proximity applications. STEL'Air reads RFID tags and smart labels based on these stan-dards including TI's Tag-it ISO 15693 Inlay.

STEL'Air is easily programmable, so developers can build efficient and custom made solutions. It's compact design and powerful operating sys-tem (XSTAS) makes it suitable for a range of applications in logistics, supply chain, public transportation, field service and animal identifi-cation. The reader supports up to two Security Application Modules (SAM) to secure data and transactions. For more information, view the company's Web site: www.stella-sa.com.

Subscription Information

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