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Coca-Cola and Stitch Networks Offer Wireless, Cashless Access to Vending Machines at the 2002 Olympic Games

While competing with the world's most elite athletes, 2002 Winter Olympians quenched their thirst with free Cokes using Texas Instruments RFid technology. Throughout the Salt Lake City Village, Stitch Networks integrated TI-RFid readers in 150 Coca-Cola vending machines that offered 5,500 athletes, coaches and officials complimentary beverages with a simple wave of a tiny,

Coke bottle-shaped keyring tag. The devices were used inside the Village, at training venues, and in athlete lounges to make refreshment available quickly and conveniently—without paying.

Each miniature Coke bottle contains a TI-RFid transponder which holds a unique preprogrammed identification number. When athletes approached an RFID-equipped vending machine, they presented their key ring to the RFID reader and instantly received beverages without having to pull out cash. The system recognized the RFID signal, authorized the transaction, and provided athletes with the free soda courtesy of Coca-Cola.

Figleaves “Picks” the Right Lingerie and Underwear

Texas Instruments RFid technology is streamlining the picking and shipping of lingerie and underwear for Figleaves, Europe’s leading online underwear e-tailer.

With more than 70 well-known brands and thousands of products, Figleaves' fast growing business needed a new order fulfillment system that would allow the company to dramatically increase efficiencies and expand the number of sales it could handle via the Internet - without having to expand or re-locate its relatively modest warehouse in London.

“We could not have provided Figleaves with the multi-tote capability it required for simultaneous order picking without the RFID system,” said Roy Allum, MD of Microlise Group who supplied the overall system. “TI’s transponders allow us to identify each tote and instantly associate it with the computer generated pick list at both the picking trolley and at the packing benches. The increased accuracy means Figleaves no longer has to carry out time-consuming post-checking, thus cutting costs and improving efficiency while ensuring that customers get the right products the first time,” he added.

Another major advantage for Figleaves is that the system captures data in real-time, as soon as each physical activity is carried out, allowing detailed progress reporting and performance analysis resulting in measurable efficiency gains for this forward thinking e-retailer.

TI’s RFid Technology Tracks Anything that Moves - including Fish in Australia

Demonstrating that TI-RFid technology can be used to track just about anything that moves, researchers in Australia are using Texas Instruments RFid transponders to track the migration of fish through fishways in the Murray-Darling river basin.

The project is part of the Queensland Department of Primary Industries (DPI)’s study into reducing delays during fish spawning migrations.

TI’s 23mm RFID glass capsule transponders are implanted into selected species of fish. TI’s Series 2000 readers with custom-built antennas are installed in the fishway, allowing the fish to be automatically identified and logged each time they pass through. The remote reader modules are linked to a large antenna installed into the vertical-slots of the concrete and steel fishway.

The system was installed with local application support and RFID hardware provided by TI-RFid Technologies Australia, a division of Electro-Com Australia Pty Ltd, the Australian/New Zealand distributors for Texas Instruments’ Sensor & Control Products and TI-RFid Systems.



Botswana Livestock Identification Trace-back Systems Rolls Out

The Botswana Ministry of Agriculture is installing the largest radio frequency ID system for cattle in the world. But the Gaborone-based government agency isn't taking the high-tech road simply to lead the world in livestock tracking. New European Union regulations aimed at identifying sources of disease require that exported packs of boneless beef be traceable from packing plants back to the individual animals the meat came from, with that information available in a centralized database. The EU is Botswana's biggest export market for beef.

Manual tagging isn't practical for the remote kraals and cattle posts in this African nation. Two companies — AST Botswana in Gaborone and Inala Identification and Control in Midrand, South Africa — are working with the Ministry of Agriculture to design and implement the Livestock Identification Trace-back System (LITS), which will eventually monitor four million head of cattle.

A pellet containing a TI-RFid transponder with a unique ID number is inserted into the animal's stomach. This makes it possible for a radio frequency reader to scan the ID number and relay it to a field computer. In addition to making Botswana compliant with EU regulations, the LITS system also makes it easier to locate lost or stolen cattle, improves the ability to manage disease outbreaks and lowers costs because the ID pellets can be recycled, according to ministry officials.

Tradeshow Update

The TI-RFid Marcom team participated in the National Retail Federation 2002 as an exhibitor in late January. A retail supply chain tracking system was displayed, showing how RFID can be used as a valuable tracking and management tool. Items can be tagged with a Tag-it™ smart label during manufacturing and tracked through distribution, into a retail store's inventory, on the shelf, and at the cash register during checkout. IconMedialab, a system integrator in the retail sector was part of the exhibit.

In Europe, TI-RFid Systems participated in the WincorWorld exhibition in Germany. The same supply chain tracking system used at in NRF was demonstrated. This system will also be demonstrated in the upcoming EuroShop exhibition in Dusseldorf, Germany.

New Product Offerings on the TI-RFid eStore

More than 25 new products have been added to the TI-RFid eStore. Our goal is to make it easy for customers to evaluate TI-RFid products by placing our entire product line on the eStore. Customers can now purchase two new low-cost products on the site: the High Frequency ISO 15693 (HF-I) Midrange Evaluation Kit and the Low Frequency (LF) Micro Evaluation Kit. These compact evaluation kits are designed to plug into a PC environment, are simple to use and install, and the user needs no technical knowledge in RFID.

Calendar of Events

Upcoming shows and conferences where TI-RFid Systems will participate:

Euroshop Show 2002

February 25-28, 2002
Duesseldorf, Germany

EXPO CIT Show 2002

March 5-7, 2002
Madrid, Spain

SITL

March 12-15, 2002
Paris, France

Seminars

March 18-21, 2002
Maringá, Paraná, Brazil

Smart Label USA 2002

March 21-22, 2002
Cambridge, MA

Intermodal 2002

April 3-5, 2002
São Paulo, Brazil

Cards 2002

April 8-10, 2002
São Paulo, Brazil

CEMAT/Hannover Fair Show 2002

April 15 - 20, 2002
Hannover, Germany

Agrishow 2002

April 29- May 4, 2002
Ribeirão Preto, São Paulo, Brazil

Editor's Comments

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:
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Rgds, Bill Allen, Editor

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