

RFID *e*NEWS

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TI-RFid Systems Signs Canadian Distribution Agreement with R. Moroz Limited

TI-RFid Systems announced it has named R. Moroz Limited (RML), of Toronto, Ontario and Montréal, Quebec, Canada, as an authorized distributor of TI-RFid™ products. Under the terms of the agreement, RML, a distributor of automatic identification and data collection technology, has added TI-RFid

devices to its extensive line of products distributed throughout Canada.

TI-RFid Systems offers a comprehensive range of low and high frequency RFID products and technology, from transponders and inlays for smart labels to readers, antennas, software and application support. TI-RFid also provides tags and readers compliant with the ISO 15693 standard and it is a proven object tracking and automated data collection solution with more than 180 million tags in use worldwide.

“This agreement enables many of our new and existing customers to have fast access to our products and better support in selecting the right products,” said Tony Sabetti, global business unit manager of Texas Instruments. “We hope to leverage the established reputation of RML to increase RFID sales throughout Canada.”

“We’re pleased to partner with Texas Instruments, a company well known for providing a full range of reliable, high-quality auto ID products. The flexibility of TI’s technology allows



it to work with our customers' existing systems," said Robert Moroz, founder and president of R. Moroz Ltd. "We're demonstrating our commitment to providing customers with the most extensive line of automatic identification and data collection devices by adding TI RFid devices to the RML product family."

Accu-Sort Introduces New RF Tag Reader Compatible with TI-RFid Tag-it™ Smart Labels

Accu-Sort(R) Systems, of Telford, PA, has introduced a new product in its new line of RFID solutions, the Sentient RFR-02. A fixed-position RF tag reader for use in factory automation, captive and closed-loop applications, automated material handling and rental returns, the new unit is compatible with the ISO 15693 standard and Texas Instruments Tag-it™ 13.56MHz smart labels.

The compact, self-contained Sentient RFR-02 incorporates a modulator/demodulator, analog-to-digital converter, decoder and communications in a rugged Nema 4 enclosure, using a 50-ohm antenna for read-distance flexibility. Also provided are an RS-232 data port and DC power input jack. An RF power amplifier module allows it to be used either as a low-power, short-range or medium-power, long-range device. In addition, the Sentient RFR-02 can accommodate an interface card for various network-type connections, such as DeviceNet, CAN, Ethernet and others. LEDs on the reader indicate power and read status.

The RFR-02 can also write pertinent manufacturing data onto an RF tag as an item passes through the production

process. Information such as sub-assembly, quality test data and process sequences can be tracked directly to the tagged item along the production line. The Sentient RFR-02 is easy to mount and can be used outdoors, in industrial environments and on vehicles.

Systems Integrator Profile: VConsyst of the Netherlands

Based in Genemuiden, The Netherlands, VConsyst is a systems integrator and supplier of a turnkey RFID-based access control and transaction solution for municipal facilities management. VConsyst develops its WinConsyst software which links to a variety of hardware components, integrates its technology with back-end office systems including SAP and Baan, and handles project management with a number of external vendors. Edward Rosendaal, executive director, talks about the future of RFID in municipal facilities.

Q: What are municipalities looking for from an RFID solution?

It would be much more efficient to have one system in which citizens can have access to all municipal services such as swimming pools, ice skating rinks, multi-use sports facilities, senior centers, etc. An all-inclusive registration system based on one municipal pass not only simplifies administration, it makes it possible to gather user data, better understand their behavior and offer targeted marketing incentives.



Q: What opportunities do you see for RFID today?

We see great opportunities in the sports and recreation markets. You can make the operation of your facility much more efficient and manageable in two ways. From a security point of view, the combination of a contactless RFID system linked to a turnstile allows you to register who goes in and out, how often and when. For example, swimming pools lose revenue from an estimated 25% of visitors who enter without paying and they are also faced with vandalism. Not only does the card make people more visible – you can be tracked – but you can also easily deactivate it.

The same registration can work as a marketing tool. If you know that a customer with a monthly card makes a lot of use of the facility you could grant them a discount. And that's only the beginning. The information in the registration database is the basis for a complete CRM approach. The card can also be used as payment device. While you're at the swimming pool, sauna or ice skating rink, it's inconvenient to have to return to your locker to get your wallet. Paying with your card, keyring tag, or bracelet is much easier for customers and you can also be sure that no one leaves without paying.

Q: What future trends do you see?

One near-term trend is remote administration. This would enable a user to rent a sports hall in the evening, for example, without the manager or janitor being there to open the door or lock up afterwards. The person that rents the facility can open and lock the door automatically with their RFID card. When linked to the lighting system, the RFID card could also trigger the lights to

turn on and off. If we're talking about a swimming pool, you can have the water refilling system switch automatically. When the rental time is up, everything is automatically switched off.

We also see the consolidation trend in the recreation market as a first step towards the introduction of a nationwide access card. More and more swimming complexes are becoming part of chain organizations that have facilities all over the Netherlands. The CRM possibilities offered by an RFID System linked to a central database will become even greater. You can sell packages and have a better view of which activities are lucrative and which ones are not. In that way, operators can run their chains more profitably.

Calendar of Events

TI-RFid Systems will participate in the following upcoming shows and conferences:

Retail Systems 2002

June 25-27, 2002

Chicago, IL USA

ScanTech Japan

September 11-13, 2002

Tokyo, Japan

Equipmag

September 16 - 19, 2002

Paris, France

Frontline Solutions USA

September 24-26, 2002

Chicago, IL USA

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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