RFID for retail:
Now's the time to invest

> Using RFID tags for in-store inventory management is one of the smartest investments a retailer can make. Increased shelf accuracy makes it easier for customers to find what they want – so they buy more – and new services, like online ordering with in-store pickup, keep consumers coming back.

KEY BENEFITS

▸ Increased shelf accuracy without added headcount
▸ Higher revenue (average 6% increase in sales)
▸ New retail concepts, including online ordering and in-store pickup

APPLICATIONS

▸ Inventory management
▸ Supply-chain management

RFID tags are one of the top retail trends to watch, because item level RFID tags improve inventory accuracy, increase sales, and even provide new opportunities to create a tighter connection between the online and brick-and-mortar worlds.

One use case alone can be a compelling reason to invest: Increased shelf accuracy. RFID tags raise accuracy to nearly 100 percent without an increase in headcount or store area. The increased shelf accuracy makes it easier for customers to find what they look for. And, when people find what they need, they tend to buy more. Studies have shown that retail locations that use RFID tags typically see sales go up by an average of six percent.

Another reason to invest in RFID is the potential for value-added services, such as being able to order a product from the company website and pick it up in a nearby retail location. RFID tags give an accurate count of what's available where, so customers can get faster service, without having to wait for a shipment.

AN INDUSTRY LEADER

NXP, a global semiconductors company with a revenue of USD 4.82 billion (2013), develops, produces, and sells the microchips that are at the heart of RFID labels. As the number-one supplier of RFID ICs, we have long-standing relationships with leading players in the RFID ecosystem, which makes it easier to create complete solutions that encompass labels, antennas, readers, and software.

Our prominent position in the value chain enables us to provide unbiased recommendations when it comes to developing the right solutions for our partners.

We cooperate with GS1 (www.gs1.org), the international organization that administrates the standards for Global Trade Item Numbering schemes, and help develop and promote open standards for RFID applications. One example is the Electronic Product Code or EPC standard (www.epc-rfid.info/), which defines universal identifiers coded into RFID tags.

NXP IS #1 IN UHF RFID FOR RETAIL

Because it enables smaller, more versatile RFID labels without compromising performance, the UCODE product family is the RFID chip solution of choice for more than 40 retailers around the globe.

THE LATEST GENERATION

The newest members of the UCODE family, UCODE 7 and UCODE 7m, deliver unparalleled system performance. These best-in-class devices enable long read distances and fast inventory of dense RFID tag population, for inventory management that is both quicker and more accurate. The broadband design offers the possibility to manufacture truly global RFID labels, with leading performance that meets worldwide regulations.

KEY FEATURES

‣ Trusted, proven UCODE technology
‣ Best-in-class performance in the most demanding applications
‣ Leading-edge read distance
‣ Faster reads, even with dense populations
‣ EPC global-compliant solutions
‣ Wide frequency range for worldwide application
‣ Tag Tamper Alarm for in-store theft deterrence
‣ Automatic self-preserialization for more efficient encoding of SKU number

LEARN MORE

For more information about NXP's RFID portfolio, or to inquire about an RFID implementation, please visit **www.nxp-rfid.com** or email **rfid.info@nxp.com**.

UCODE