Overview

- Facts, Vision and Mission
- Portfolio, Markets and Capabilities
- Smart Cosmos - The Internet of *Your* Things
- Quality and Certifications
Key Facts

Global RFID and IoT pacesetter, providing both ready-made and customized offerings, suitable for a broad range of applications.

High capacity manufacturing network worldwide ensuring fast and on-time delivery, current 2.5 billion RFID transponder per year.

Global R&D organization with strong transponder and solution development expertise.

Industry-leading RFID technology backed by extensive intellectual property.

HQ: Amsterdam, The Netherlands
Founding year 2000
Workforce: 1,200

Management Board:
Christian Uhl, CEO
Robert Harmzen
“We digitize your products so you can digitize your business”

The winners in every market will be the businesses that bridge the gap between the real world and the digital world.

We’re here to digitize every physical product, with innovative solutions.

We’re here to unleash the Internet of your Things.
A Comprehensive Network

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<th>SALES</th>
<th>CUSTOMER SERVICE</th>
<th>MANUFACTURING</th>
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<td>Global Sales &amp; Customer Service</td>
<td>Global Manufacturing Capabilities</td>
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<td>• Local Sales, customer service and technical support in all major markets</td>
<td>• Industry’s highest RFID production capacity with sites in the US, Germany, Malaysia &amp; China</td>
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<td>• Highly skilled RFID and IoT experts</td>
<td>• End-to-end quality management from product design to supply chain</td>
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<td>• Sharing innovation and best practices around the world</td>
<td>• Reliable on-time delivery</td>
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Covering Your Needs

Broad range of inlays, tags, hard tags and solutions for industrial, logistics applications as well as for brands and retail businesses...

- Industrial Applications
- Automotive
- Healthcare
- Media & Document Management
- Supply Chain & Asset Management
- Retail, Merchandise Visibility
Covering Your Needs

...and furthermore for electronic industry, animal identification and for tolling systems as well as border crossing.

- Product Authentication, Brand Protection
- Electronics & Gaming
- Car Access
- Animal Identification
- Automatic Vehicle Identification Systems*

...and many more.
Applying Technology for You

Wafer Back End Processing
Electro-less Palladium Bumping, Grinding, Dicing (Blade, Laser), Chip Packaging

Antenna Technologies
Coil Winding, Etching, Printing, Cutting

Bonding
Flip-Chip-Bonding, Wire-Bonding, Thermo-Compression-Bonding

Lamination/Converting
High Speed R2R Hot-Melt Converting, Off-Pitch Label Converting, High Speed Encoding & Personalization

Special Packaging
Injection Molding, Synthetic Resin Potting, Customized Embedding, PUR-Dispensing (Glob-Top), Additional Features & Services

Test & Certification
Temperature, Humidity, Temperature Cycling, Bending, RF-Performance
The Internet of Your Things

Brands spend 550 B$ advertising every year

Smarter brand products can keep customers engaged

Industrial Internet of Things adds $14.2 trillion to global economy by 2030

Yearly counterfeiting amounts to 460 B$

Smarter parts can enable more efficient manufacturing

Smarter brand products can keep customers engaged

Smarter products can prove they are genuine
The Internet of *Your* Things in Three Steps

**Embed** RFID intelligence into physical products or other items

**Enable** the products by attaching product data

**Utilize** the data for solutions that provide real business benefits

Digitize every single product.
Embed:
Inlays & Tags • Industry & Retail

Highlights

• All frequencies HF (NFC) & RAIN RFID (UHF)

• Best-in-class performance

• Industry’s biggest choice of ICs and form factors

• Optimum time-to-market

• Extensive partner network
Embed:

Hard Tags • Animal ID, Automotive, Industry

Highlights

• Reliable tags for LF, HF and RAIN RFID (UHF) frequencies

• Robust casing for enhanced durability

• Thermal, mechanical and chemical resistance

• Excellent performance on challenging materials

• Easy integration into customer-specific package designs
Enable:
Unify RFID and product data

- Define workflows
- Define what items and authorized quantities
- Kiosks for scanning & encoding
Utilize: Solutions for real business benefits

experiences powered by smart cosmos

Turn NFC enabled products into communications platforms to:

• Earn consumers’ loyalty with personalized interactions & exclusive content
• Authenticate products at the tap of a phone
• Gain unique insights into consumer behavior

This is the Internet of smarter brand products.

metrics powered by smart cosmos

Manage RAIN RFID tagged store inventory to:

• Reduce stock outs and markdowns
• Optimize inventory allocation
• Increase sales force effectiveness

This is the Internet of smarter inventory.
Excellent Quality Management

1. Quality starts with product development
   Comprehensive product development process to ensure our products are designed for quality, performance & manufacturability

2. Manufacturing quality assurance
   - Incoming raw material inspections
   - In-process inspections
   - Final product inspections

3. Continuous improvement and documentation
   - Lean Manufacturing & Six Sigma variability reduction programs
   - Process Information Management Systems collect real-time process information for problem analysis and productivity tracking
   - SAP Quality Module: Production control and Quality inspection result recording
Industry Certifications and Corporate Social Responsibility

- Comprehensive RFID product portfolio comply with RoHS, WEEE, REACH
- IEC 61249-2-21 Halogen-free standards
- UN Global Compact Initiative
Why SMARTRAC

- Extensive RFID portfolio
- Premium customer service
- Excellent quality & reliability
- Innovative IoT solutions
- Strong R&D capabilities
- Comprehensive IP portfolio
- State-of-the-art manufacturing technologies
- Flexible high-capacity production network
Contact

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