

PRESS RELEASE

Smartrac at Future Travel Experience Global Exhibition: Showcasing RFID Solutions for Baggage Tracking and Supply Chain Management

Amsterdam (The Netherlands) / Las Vegas (NV, USA), September 3, 2019 - Smartrac Technology Group is joining the air transport and travel industry's most forward-thinking vendors as a Gold Sponsor and exhibitor at the Future Travel Experience (FTE) Global 2019 exhibition in Las Vegas, Nevada, September 4-6, 2019. At its booth #B2, the RFID and IoT pacesetter will showcase sample use cases and optimized products for baggage tracking and supply chain management applications.

In accordance with the latest IATA (International Air Transport Association) resolution supporting the forthcoming global deployment of Radio Frequency Identification (RFID) for baggage tracking, one of Smartrac's focus areas at this show are its WINGS inlays and tags. With their leading-edge RF performance for any given form factor and characterized by long read distances of up to 18 meters, while being some of the world's smallest RAIN RFID (UHF) tags for baggage tagging, WINGS inlays and tags are specifically tailored to airline baggage tracking requirements. Moreover, they are some of the very few already approved under Auburn University RFID Lab's category U, which relates to asset tracking in aviation.

'Live' production of RFID-based baggage labels

To prove WINGS' suitability for practical baggage tracking and aviation-related supply chain applications, Smartrac is also presenting onsite a Unimark printing system capable of on-show label production. Samples of high-quality labels professionally produced by expert converters George Schmitt & Co and Print-O-Tape underpin Smartrac's ambition to provide FTE Global 2019 visitors with details of the performance, quality and convenience that WINGS inlays have to offer.

"As a proud IATA Strategic Partner, we're excited to introduce ourselves to the members of the air transport and travel community. Besides a broad variety of our high-quality RAIN RFID inlay and tags for parts and spare parts management, we are presenting our WINGS inlays, which offer the technical capabilities needed for the comprehensive new tracking systems and have been well accepted by our system integrator partners since their launch. Hence, we are set to play a major role in revolutionizing airline baggage tracking once the technology rollout starts soon," says Hal Hikita, SVP Product Market Development at Smartrac.

Smartrac will be showcasing its RFID inlays and tags as well as printed baggage labels @ Future Travel Experience Global 2019 exhibition, booth #B2, September 4-6, 2019, ARIA Resort & Casino, Las Vegas, NV, USA.



About Smartrac:

Smartrac is a global market leader in RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to digitize, identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications such as animal identification, automation, automotive, brand protection, customer experience, industry, library and media management, logistics, retail, supply chain management and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT solutions platform Smart Cosmos®, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac received ARC Quality Certification from Auburn University's RFID Lab for the design and manufacturing of its RFID inlays and tags. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow [Smartrac on Twitter](#), [LinkedIn](#) or sign up for a [quarterly newsletter](#).

Media contact:

Smartrac Technology Group
Karin Fabri
Head of Corporate Communications & Marketing
Phone: +31 203 050 150
Email: media.relations@smartrac-group.com

Smart Cosmos is a registered trademark of Smartrac N.V.