

PRESS RELEASE

Smartrac Strives for Shaping the Future of Connected Retail

Amsterdam (The Netherlands), January 9, 2020 - At NRF 2020 Retail's Big Show, Smartrac's presence will center around two main topics: retail-optimized, next-generation RFID inlays and tags; and innovative IoT solutions for enhanced product digitization. Leveraging all of these capabilities and integrating strong market partners across the value chain, the global leader in RFID technology and IoT solutions will deliver on its promise of "shaping the future of connected retail".

On the occasion of the upcoming NRF annual event in New York, January 12-14, 2020, Smartrac's booth (#5455) is going to showcase and introduce the latest product and solution developments and strategic partnerships.

Innovative retail-optimized RAIN RFID and NFC products

Retail's Big Show will provide visitors with the first opportunity to handle samples of Smartrac's recently announced inlays and tags. These RFID product innovations include the new MINIWEB inlays and tags based on Impinj M730 and M750 integrated circuits (ICs), the first members of the company's ground-breaking Impinj M700 IC family. Designed especially for retail and supply-chain applications, Smartrac's MINIWEB particularly benefits from the outstandingly high performance and resulting fast inventory capabilities of the Impinj M730 and M750 ICs. With its small form factor, the Impinj M700-powered MINIWEB delivers on the promise of small, universal RAIN RFID inlays and tags that can be attached to, or embedded in, nearly any retail item in any operating frequency worldwide.

Another product innovation on show as early samples is the new WEB DF based on the EM Microelectronic echo-V IC. This dual-frequency chip enables brands and retailers to offer their customers a holistic omnichannel experience without compromising consumer privacy. The new WEB DF inlays and tags leverage echo-V's capabilities combining HF (NFC) and UHF (RAIN RFID) frequencies in one single inlay to meet demanding retail, industrial or logistics application requirements. These tags are suitable for product inventory management, product authentication, and consumer engagement and loyalty programs.

With its new WEB DF and MINIWEB products, Smartrac again proves its ability to rapidly commercialize innovative technologies, and to supply the retail and logistics industries with high-quality and high-performance inlays and tags.

NRF's annual event will also showcase new retail-oriented products, which the global leader in RFID technology and IoT solutions introduced in late 2019: two versions of its CIRCUS PRO NFC tags optimized for highly secure product authentication; and the EAGLE Green tag.



By embedding Smartrac's new CIRCUS PRO NFC inlays or tags into physical products, customers such as brand owners and branded product manufacturers can turn their products into secure digital platforms. Key applications enabled by secure product authentication are counterfeit and diversion protection, as well as enhanced customer experiences including exclusive content provisioning and rewards for consumer engagement and loyalty programs.

CIRCUS PRO is currently available with two IC options: with a white label chip called Smartrac OTP that generates one-time password values based on HMAC; and with NXP's NTAG 424 DNA IC that supports real-time tag and message authentication based on AES-128 encryption on attack-resistant, certified silicon. To comply with customer requirements in areas such as premium consumer packaged goods (CPG), industrial components, retail, cosmetics and healthcare, as well as branded pharmaceutical products, both ICs support a choice of digital verification.

Meeting sustainability demands with truly "Green" RFID Products

As the latest products developed for Smartrac's Green Tag Program, EAGLE Green inlays and tags combine superior sustainability characteristics with compact size, excellent read range and high quality for retail-optimized applications. Their size and performance equal conventional EAGLE products, with both EAGLE and EAGLE GREEN being among the smallest retail-orientated inlays with global performance available on the market. Both EAGLE variants have passed Auburn University's ARC categories A, B, C, D, F, G, I, K, M, Q, W2 and W5.

Showcasing a digitized product's end-to-end journey

In addition to presenting its portfolio of retail-optimized inlays and tags, Smartrac will be showcasing live demos of IoT solutions powered by Smart Cosmos, developed in cooperation with its partners such as Blue Bite and Temera. Retailers and brand owners can learn how existing products are turned into digital product platforms by embedding intelligence into them, and how data gathered from these products can be integrated into digital processes and analytics. To illustrate the benefits of that approach, the companies will demonstrate end-to-end journey experiences for digitized products with embedded RFID technology. These journeys will be displayed at four stations that correspond to all specific journey stages.

Traceless® marker technology and NFC for the "Modern Retail Collective"

The live demos will also touch upon the benefits of Smartrac's Traceless marker technology that provides protection against counterfeiting or grey market diversion, either as a stand-alone solution or a complement to PRO NFC inlays and tags.

Visitors at the booth can also learn about Smartrac's involvement in McKinsey's "Modern Retail Collective" store situated in the Mall of America in Bloomington, Minnesota, USA. Embedded in NFC tags attached to products on the shelves of the Modern Retail Collective, Smartrac's CIRCUS NFC inlays enable consumers to enjoy a digital customer experience



that is revolutionary for brick-and-mortar stores. With a simple tap of their smartphone on the NFC-enabled tag and with no need for an app, customers can instantly access product details, and in the near future will be able to build a virtual shopping cart and check out.

Providing benchmarks for the industry

“With this year’s NRF event, Smartrac once again proves its multi-level leadership role within the RFID industry. Be it ingenuity or innovation, versatility or sustainability, RFID products or IoT solutions - NRF visitors can be sure to find industry benchmarks right at our booth,” said Christian Uhl, CEO and Chairman of the Management Board at Smartrac.

For more details, please contact us or visit Smartrac @ NRF 2020: Retail’s Big Show, booth #5455, January 12-14, 2020, Jacob K. Javits Convention Center, New York City, 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 experience, industry, library and media management, laundry, logistics, retail, supply chain management and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT solutions portfolio Smart Cosmos®, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow [Smartrac on Twitter](#) 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.