

## PRESS RELEASE

### **RFID Innovations You Can Touch: Smartrac at RFID Journal Live! 2018**

**Orlando (FL), Amsterdam (The Netherlands), April 9, 2018 – At RFID Journal Live! 2018 in Orlando, Smartrac is showcasing innovative products and solutions alongside its customers and market partners. At the world’s largest RFID industry event, the RFID and IoT pacesetter’s focus is on applications for the Industrial Internet of Things and enhanced customer experience.**

At booth #907, Smartrac is presenting a mix of RAIN RFID and NFC innovations designed for full supply-chain visibility in order to increase efficiency and safety in industry and logistics. Complementing Smartrac’s portfolio of RFID inlays and tags, the company’s IoT solutions suite Smart Cosmos® allows customers to fully leverage the broad range of opportunities offered by RFID-based IoT solutions.

“Our portfolio does justice to the importance of the world’s largest RFID industry event and underpins Smartrac’s RFID technology innovation leadership. Together with our customers and partners, we are showcasing the way in advancing the Industrial Internet of Things and how enhanced customer experience can bring real benefits to your business”, says Ted Danhauser, VP Sales Americas at Smartrac.

#### **NFC-based IoT solutions to secure goods via authentication and tamper proofing**

On show in Orlando, Smartrac’s Circus Tamper Loop tags enable new, NFC-based security and consumer engagement solutions at the point of sale and post-sale. Circus Tamper Loop enables advanced “digital seal” functionality for smart packaging and brand protection, which indicates when the product or its seal has been tampered with.

#### **Custom-built NFC transponders for enhanced customer convenience and safety**

Also prominently on display are Vitamix’s Ascent and Venturist blenders utilizing Smartrac’s NFC technology. With NFC readers built into the appliance base, custom-built NFC tags embedded in the supplied and separately sold containers and cups can automatically change multiple operating parameters. NFC plays a key role in both functionality and safety and is a key element for a sophisticated wireless interlock system.

#### **Temperature sensing and logging solutions for secure cold-chain applications**

Another important role at the event is played by Smartrac’s Temperature Logger NFC. Tailored for the needs of the pharmaceutical and food industries, the product enables seamless temperature monitoring at package or item level. The battery-powered label solution helps customers make informed decisions about shipment quality, inventory and logistics. Sensor data can be read by a smartphone app.

**Enhanced customer experiences through smarter products**

Smartrac's Experiences solution powered by Blue Bite digitalizes branded products, and empowers brands with unprecedented reach through the unique digital value they provide to their consumers. NFC-enabled, smart products like the official FIFA World Cup soccer match ball Telstar 18 now become a network of digital touch-points that turn consumers into fans. The integrated solution combines Smartrac's latest Circus Flex NFC transponders with its solutions suite Smart Cosmos.

**High-performance tag for metallic surfaces and everyday objects**

Shortlisted for RFID Journal's Best New Product Award, Smartrac's Midas FlagTag® is the first-choice on-metal solution for the authentication of retail, pharma, healthcare or industrial items. It solves the challenge of cost-effectively tagging metallic packaging and liquids. The tag uses the metallic surface as part of the antenna structure, a technical advance that ensures superior performance in less demanding physical environments, while providing cost advantages compared to hard tags typically used in tougher industrial settings.

**New Frog 3D tag makes a splash in the supply chain**

To answer the needs of today's supply chain applications, Smartrac's reduced-size Frog 3D inlays and tags allow RFID tagging of smaller and more challenging items. Offering excellent read performance for fixed RFID readers regardless of the angle between the tag and the RFID reader, Frog 3D inlays and tags are designed for item-, case- and pallet-level tagging applications in industrial and supply chain logistics use cases.

**New high-temperature resistant hard tags for automotive and other industrial applications**

Visitors are also invited to explore Smartrac's Maxdura hard tag series, which responds to the needs for robust, high-temperature resistant RAIN RFID tags in many industrial applications. In automotive, for example, Maxdura tags can endure high temperatures in all production stages, hence, follow a car chassis through the entire production process.

**Smartrac @ RFID Journal Live!: booth #907, April 10-12, 2018, Orange County Convention Center, Orlando, Florida, USA.**

**About Smartrac:**

Smartrac is a leading supplier of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement product offerings. Our portfolio is used in a wide array of applications, such as animal identification, automated fare collection, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global R&D, production and sales network, we combine physical products with our enablement platform Smart Cosmos<sup>®</sup>, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), [www.smart-cosmos.com](http://www.smart-cosmos.com) and follow us on [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV).

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