

## PRESS RELEASE

### **SMARTRAC at RFID Journal Live! 2016: Showcasing RFID Innovations For a Smarter Internet of Things**

**Orlando (FL, USA), Amsterdam (The Netherlands), April 28, 2016 – Innovative RFID solutions are driving the Internet of Things, making it smarter. This assertion is effectively backed up at the RFID Journal Live! 2016 event on May 3-5 at booth # 312, Smartrac is presenting product innovations alongside its comprehensive portfolio, complemented by live demos that showcase the level of smartness that is attainable through the company’s IoT platform Smart Cosmos.**

At the event location in Orlando, Florida, the RFID pacesetter is introducing its innovative temperature-sensing inlay Sensor Temperature DogBone, which is on show alongside the “Award Finalist” product Sensor Tadpole and the healthcare-oriented Sensor Patch inlay. The brand-new Sensor Temperature DogBone offers a maintenance-free and battery-free temperature-sensing solution to business problems for improved product and quality control. In addition, Smartrac is using RFID Journal Live! 2016 to provide visitors with a comprehensive overview of its entire tag and inlay portfolio.

#### **Groundbreaking IoT solutions**

On the software and solutions side, Smartrac is showcasing its in-store analytics solution, Metrics, and Experiences, a trendsetting solution that connects mobile consumers to brands, digital content and products in the real world. Both IoT solutions are based on Smart Cosmos.

#### **UHF RFID reader on a microSD card**

A similarly significant fruit of another partnership can be studied during RFID Journal Live: Smartrac and Hanmi IT, a subsidiary of Hanmi Pharmaceutical group, one of the largest pharmaceutical companies in Korea, are showcasing an end-to-end supply-chain management demo for medical drugs, featuring an RFID reader on a microSD card. This innovative device makes it possible to use smartphones with microSD slots as UHF RFID (900 MHz) readers.

**Meet SMARTRAC @ RFID Journal Live! 2016, booth # 312  
May 3-5, 2016, Orange County Convention Center, Orlando, FL, USA.**

## **About RFID Journal Live! 2016**

RFID Journal LIVE! is the world's largest and most important event focused on radio frequency identification and related technologies. Now in its 14th year, LIVE! features more than 200 exhibitors from around the world. The conference program, which features more than 100 sessions—including more than 50 new end-user case studies — comprises preconference seminars, the main conference (keynotes and tracks) and post-conference master classes and workshops.

## **About SMARTRAC**

Smartrac is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, 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 Twitter: [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV).

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