

PRESS RELEASE

Smartrac to Boost the Industrial Internet of Things at LogiMAT

Stuttgart (Germany), Amsterdam (The Netherlands), March 13, 2017 – At the LogiMAT 2017 tradeshow in Stuttgart, Germany, RFID and IoT pacesetter Smartrac is showcasing its comprehensive portfolio of products and solutions focused on developing the Industrial Internet of Things.

Demonstrating its unwavering commitment to “**Driving Innovation with Leading RFID Solutions**”, Smartrac is presenting a mix of innovations which enable logistics providers, automotive suppliers and other industrial manufacturers to automatically control their supply chains and integrate any product, component, part or tool into an all-encompassing Industrial Internet of Things, bringing them to life in the digital world.

Tracking & Tracing through the complete supply chain

In Hall 4, Booth D81, Smartrac will showcase RFID tags and inlays with excellent antenna performance and high-memory ICs for use with various surfaces and materials: for instance, its DogBone inlay with NXP UCODE DNA for wooden pallets, Grille/Fly product with NXP UCODE 7XM for plastic boxes, and various RAIN RFID (UHF) tags for industrial tires.

Smartrac's DogBone inlays are characterized by their excellent tolerance against the detuning effect of high-dielectric materials, providing effective global performance even on difficult-to-tag materials. That quality endorses DogBone's deployment in demanding environments in global supply chain, industrial, RTI and sports timing applications.

Enabling efficient lifecycle management

Smartrac's dual-frequency WEB DF inlay – the industry's first single-chip HF (NFC) and UHF product – is presented in the context of industrial application scenarios that require its unique dual-frequency capability. WEB DF combines the benefits of UHF's superior range during production, logistics and supply-chain processes with NFC's widespread availability through (Android-based) smartphones in the hands of services partners or customers. By tagging industrial parts and linking them to the IoT via Smartrac's enablement platform Smart Cosmos, they can be comprehensively monitored and managed throughout their complete lifecycle. For instance, tapping an NFC-enabled smartphone on a tagged product or its package can provide access to its complete history.

Embedding RFID in any kind of product

Smartrac also demonstrates strong engineering and customizing capabilities, e.g. by molding NFC air coil tags inside complex products. One example is the successfully launched NFC-enabled Vitamix food blender range in the US. The embedded NFC tags play a key role for several safety functions. Combined with reed switches controlling the NFC tag's antenna and coil, Smartrac's air coil tags are an important element in a sophisticated wireless interlock system.

Passive RFID temperature and moisture sensing for industrial and supply-chain management applications

Last but not least, Smartrac is showcasing its innovative passive RFID sensor family, such as Sensor DogBone and Sensor Tadpole, the first-ever passive water sensor tag that works on metal surfaces like the harsh environment of an automobile chassis. The passive temperature-sensing RFID inlay Sensor Temperature DogBone enables gapless temperature monitoring at package or item level, ensuring unbroken cold chains in pharmaceutical and food industries at an affordable price. The sensor family is equipped with the latest RFMicron Magnus[®] chips, to create passive UHF single-chip sensor solutions offering cost-efficiency and hassle-free implementation.

“The age of the Industrial Internet of Things has already begun and our innovative solutions are an integral part of it – that is Smartrac’s message at LogiMAT. At the event in Stuttgart, we are showcasing products and solutions that underline this message and differentiate us from our competitors. With a tailored solutions portfolio, Smartrac is well positioned as the leader in RFID innovations for the Industrial Internet of Things”, says Peter Walendy, Senior Vice President, Intelligent Things Business Division at Smartrac.

Learn more about our RFID products and IoT solutions, and meet Smartrac @ LogiMAT 2017, booth #4D81, March 14-16, 2017, Neue Messe, Stuttgart, Germany.

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, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on www.twitter.com/SMARTRAC_NV.

Media contact:

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