RAIN RFID

IDENTIFY · **LOCATE** · **AUTHENTICATE** · **ENGAGE**

RAIN RFID ALLIANCE
IS A GLOBAL ORGANIZATION

promoting the universal adoption
of RAIN technology and plays
a key role in supporting the
Internet of Things.

WHAT IS RAIN?

RAIN RFID is a wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to **identify**, **locate**, **authenticate**, and **engage** each item. RAIN technology is based on the UHF RFID protocol standard developed by GS1 and ISO.

The RAIN RFID Alliance is a global organization promoting the universal adoption of RAIN technology solutions across many different vertical markets. The RAIN RFID Alliance was founded in 2014 as part of AIM. Membership has grown dramatically through key industry partnerships, with over a hundred members worldwide.
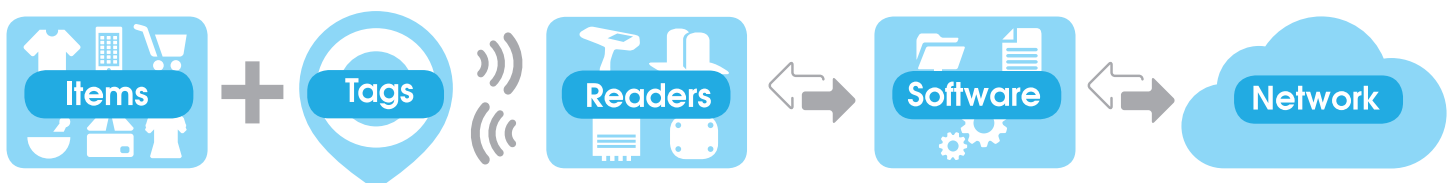
Our vision is a future where everyday things are part of a connected world
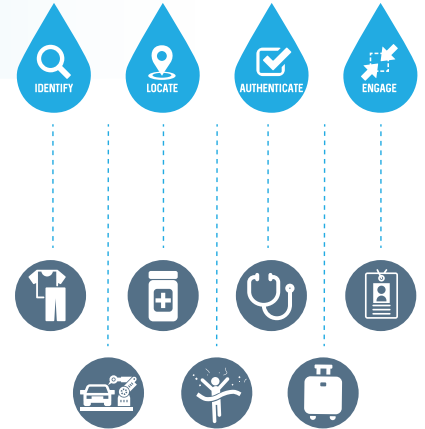
HOW DOES IT WORK?

RAIN tags containing a chip are attached or embedded in an item, box, pallet or other things.
RAIN readers send a wireless signal to identify, locate, authenticate or engage the tags. Readers can be embedded in devices, held by a person, or installed in doorways or ceilings.
RAIN software collects the tag data and can connect this information with networks or clouds to enable inventory management, asset tracking and many other applications.

RAIN TECHNOLOGY BENEFITS

Unique item identification

Low cost

Batteries not required

Line-of-sight not needed

Long or short range

Security availability

Connects to sensors

Items + Tags))) Readers ⇄ Software ⇄ Network

RAIN AND *THE* INTERNET *OF* EVERYDAY THINGS

With a bold vision to connect over 20 billion items annually by 2020, the RAIN RFID Alliance will accelerate the development and implementation of RAIN RFID for an Internet of Things ecosystem. Virtually all IoT applications require a data connection between the physical and digital worlds, and RAIN RFID is the ideal technology to bridge these realms by bringing low cost, unique identification to everyday items.

As the IoT reaches critical mass, the majority of things in our everyday world will be wirelessly connected via RAIN technology. While other technologies require power, RAIN makes it possible to network objects where local power is not feasible or even possible.

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RAIN IS EVERYWHERE

JOIN NOW TO GROW THE TECHNOLOGY IN YOUR MARKET

HEALTHCARE	RETAIL	LOGISTICS
PHARMACEUTICAL	INDUSTRIAL MANUFACTURING	CONSUMER SERVICE
IoT	PACKAGING	ELECTRONICS

RAIN ALLIANCE MEMBERSHIP

Membership is open to companies and organizations, including: manufacturers, software developers, solution providers, academics, end-users, consultants, non-profits and liaisons.

Members participate in workgroups to solve problems, create awareness, and promote solutions to grow the RAIN technology business for all members.

The RAIN RFID Alliance offers a variety of membership benefits, including industry research, education, promotion, and services that connect industry members and end users. RAIN is an AIM Alliance.

aim

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RAIN®
RFID