

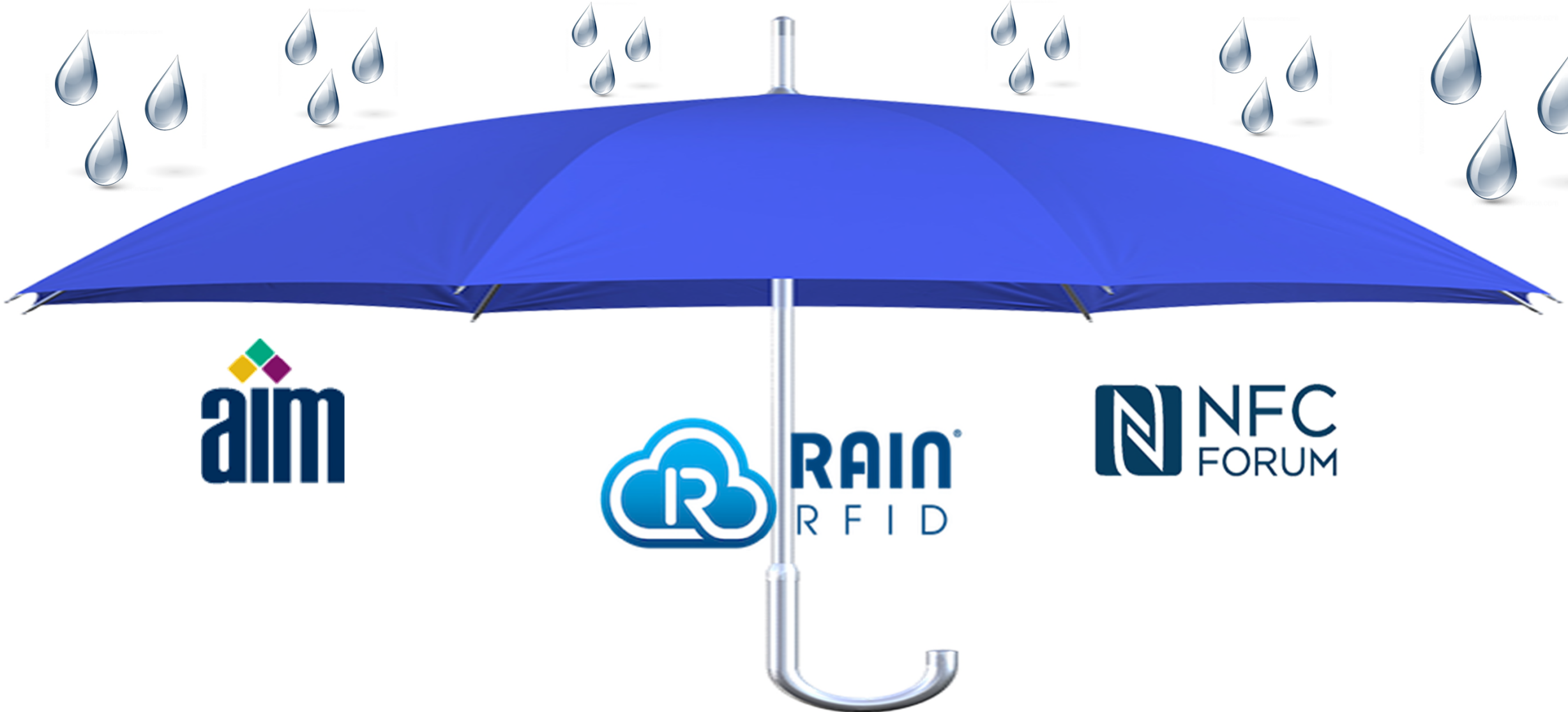


EVERYONE WINS USING RAIN & NFC!

Peter Phaneuf

President, eAgile Incorporated

- **Headquartered in Grand Rapids, MI, USA**
- **Since 2004 eAgile has been providing IoT solutions to include:**
 - **RFID (LF, HF (NFC), UHF)**
 - **Digital Print**
 - **System (Software/Hardware) Integration**
- **eAgile services clients in over 40 countries across 6 continents**
- **eAgile specializes in item level Serialization and Secure Digital Print**
- **eAgile has been awarded several international patents relating to RFID product innovations**




aim

 **RAIN**
RFID

 **NFC**
FORUM

Mission Statements



As the unbiased resource for networking, education, advocacy and standards, AIM will help its members grow their businesses by fostering the effective use of Automatic Identification and Data Capture (AIDC) solutions

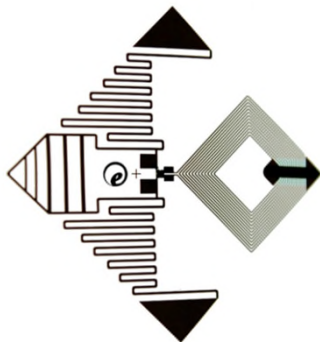
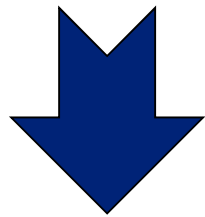


To enable businesses and consumers to identify, locate, authenticate, and engage items in our everyday world.



The NFC Forum brings the convenience of NFC technology to life. We empower organizations to deliver secure, tap-based interactions with an intuitive, reliable experience to users around the globe.

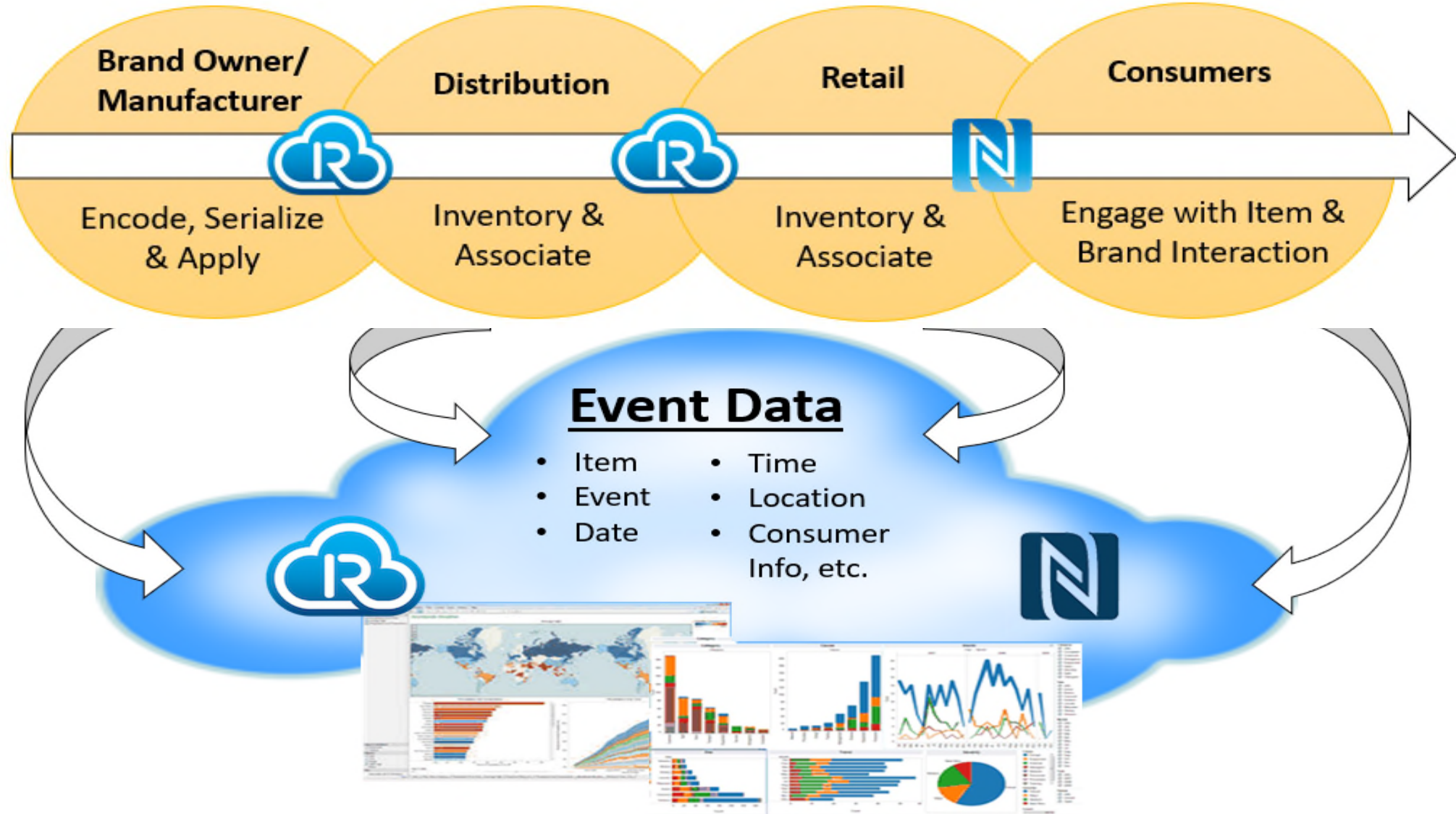
Dual Frequency

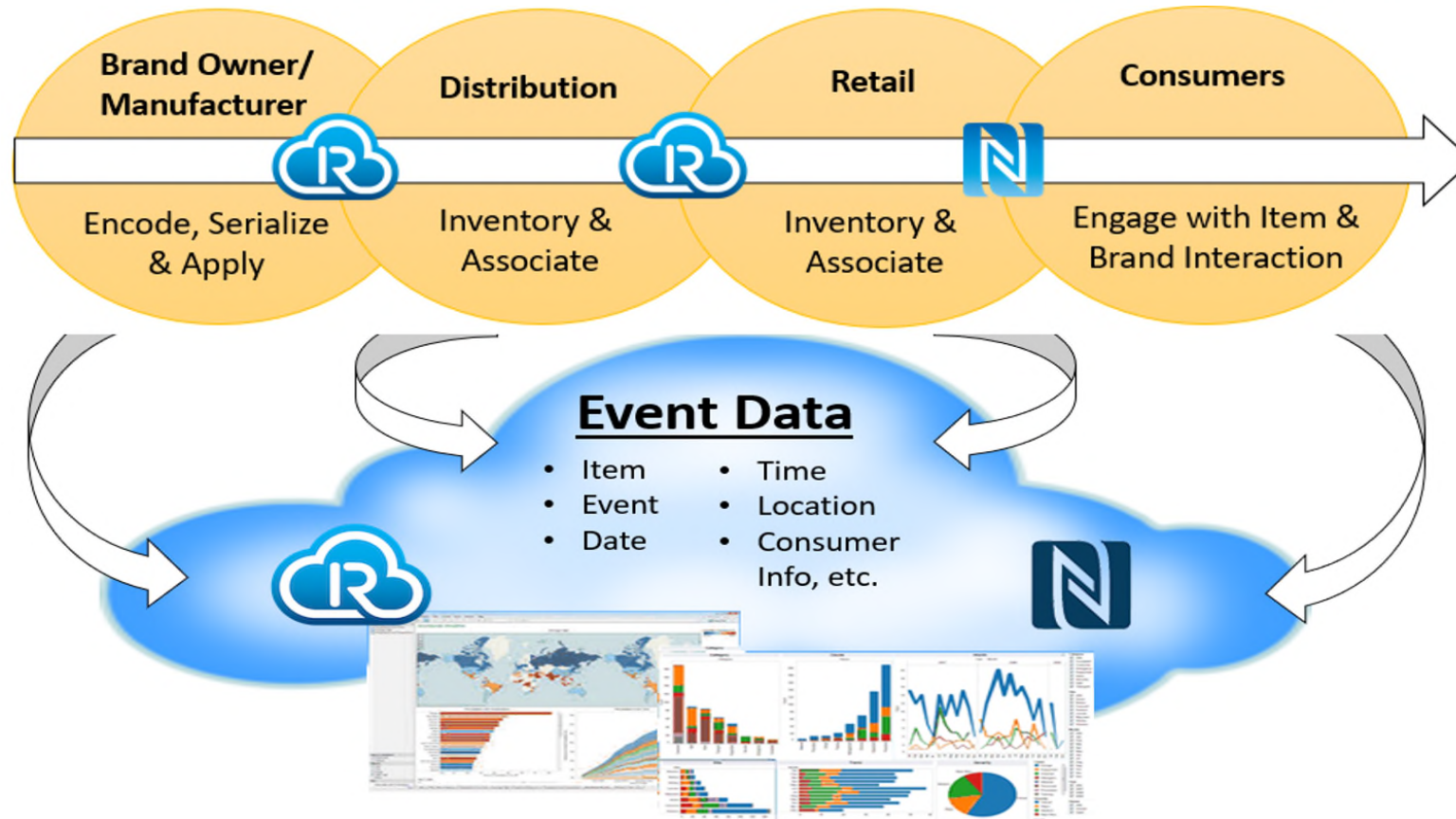


Dual Frequency combines UHF and NFC into a single chip.

ISO 18000-63 and ISO 14443A-3

- ✓ Provides benefits to manufacturing, supply chain, marketing and consumers.
- ✓ Reduced investment compared to a two tag option.
- ✓ Can be read/programmed from either frequency.
- ✓ Can be read/programmed at line speeds and in dense tag populations.





OR (for simplicity):

eLink



Chain of Custody, Event Visibility

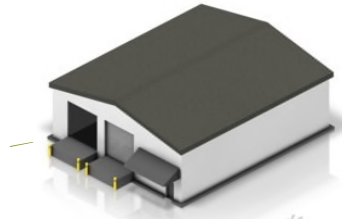


Brand Owner/ Manufacturer



Event Data
Product Serial # & Date
Manufacturer

Distributor



Event Data
Product Serial # & Date
Manufacturer
Distributor

Retail/ eCommerce



Event Data
Product Serial # & Date
Manufacturer
Distributor
Retailer

Consumer



Event Data
Product Serial # & Date
Manufacturer
Distributor
Retailer
Consumer

Benefits

	Item Level Intelligence	Recall	Logistics Visibility	Authentication	Expiry Date	On Shelf Availability	Consumer Direct Link	Sales Uplift
Brand Owner	✓	✓	✓	✓	✓	✓	✓	✓
Manufacturer	✓	✓	✓	✓	✓	✓	✓	✓
Distributor	✓	✓	✓	✓	✓	✓	✓	✓
Retailer	✓	✓	✓	✓	✓	✓	✓	✓
End Customer	✓	✓	✓	✓	✓	✓	✓	





- Unique Serialization
- Manufacturing Visibility
- Supply Chain Visibility
- Anti-Counterfeiting
- Combat Diversion
- Regulatory Compliance



- Sales Uplift
- One-Tap Re-ordering
- Authentication
- Brand Interaction (Web or App)
- Product Validation
- Social Media
- Loyalty Programs

