RAIN RFID Alliance

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RAIN RFID Alliance

RAIN is a subsidiary of AIM

- **RAIN RFID Alliance was founded in 2014**
  - Increase awareness and understanding of passive UHF RFID (GS1's EPC Gen2 protocol and ISO's 18000-63 standard)

- **Over 160 global members and annual meetings in Americas, Asia and Europe**
  - Alliance members include hardware and software companies, solution providers, academics, and end-users

What is RAIN RFID?

- **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 RFID makes it possible to network *things* without power.**
  - >12 billion things tagged in 2017
  - 20 billion annually by 2020

RAIN Brand

- **RFID is a generic acronym to describe different types of wireless technologies – different frequencies, different standards, passive vs. active, etc. *This creates confusion.***
- **RAIN is a brand for a specific passive UHF RFID wireless technology**
  - GS1's UHF Gen2 protocol
  - ISO/IEC's 18000-63 standard
- **The ultimate goal is for *"RAIN"* to be THE UHF RFID brand**
  - To transition companies and consumers to the RAIN brand, ***"RAIN RFID"*** is currently being used
- **Other wireless technology brands, easier for end-users to understand:**
  - **WiFi**, instead of IEEE's 802.11 versions
  - **NFC**, instead of HF RFID or ISO/IEC's 14443
  - **Bluetooth**, instead of IEEE's 802.15.1

WiFi Alliance Bluetooth SIG NFC Forum

Workgroups

- **Workgroups projects help grow the RAIN RFID technology market**
  - Increase awareness & understanding of RAIN RFID
  - Members collaborate to remove barriers to growth
- **Currently seven workgroups:**
  - Aviation
  - Developers
  - Healthcare
  - IoT
  - Retail
  - Smart Products and Packaging
  - Technical

EU Commission
Regulations for UHF Frequencies

- **New regulations in Europe (915-921 MHz) not adopted by countries**
- **Questions raised about compatibility with Military and Rail use**
- **Eu vote on 11 July 2018 to ratify compromise solution – passed**
- **Rules start effective 1 February 2019**

www.RAINRFID.org

RAIN RFID

RAIN RFID DELIVERS INTERNET CONNECTIVITY TO BILLIONS OF EVERYDAY THINGS — LIKE RAINDROPS TO THE SEA

Home | About Rain | Members | Events | Resources | News | Markets | Technology | Contact Us

BECOME A MEMBER

Join hundreds of other companies in being a member of the RAIN RFID Alliance and have access to information, meetings and more.

WHAT IS RAIN RFID

The RAIN RFID Alliance is a global organization promoting the universal adoption of RAIN technology solutions across many different vertical markets.

RAIN DOCUMENTS

Here you can view and download RAIN Alliance and Member documents, as well as White Papers, E-Books and more.

Overview | Registration | Agenda | Hotel & Travel

REGISTRATION IS NOW OPEN

Theme for this event:

RAIN RETAIL REVOLUTION!

本次会议的主题是：

RAIN 推动零售变革！

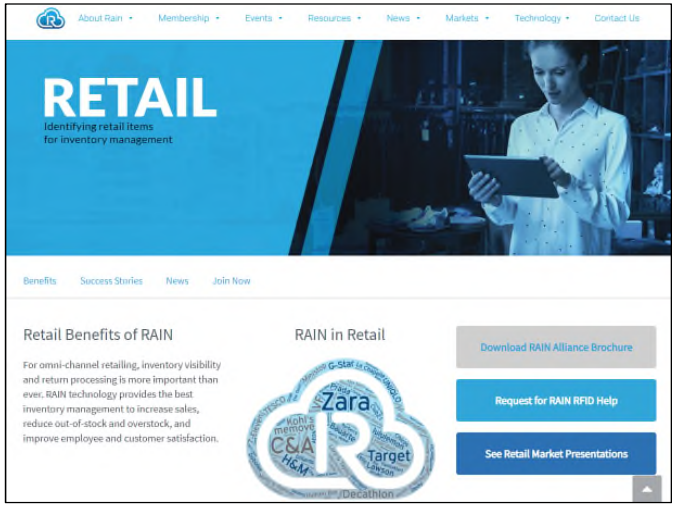
Meeting will be held at the InterContinental Hotel in Xiamen, China

会议将举办于中国厦门康洲洲际酒店

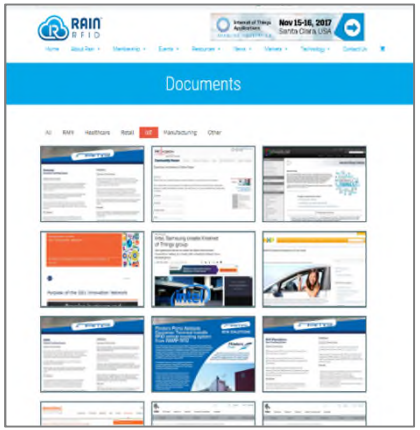
www.RAINRFID.org

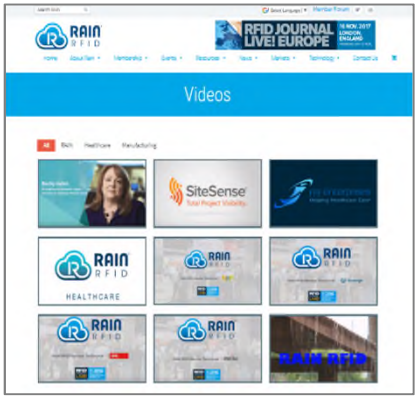
Market Pages

Case Studies, News, Presentations, etc.



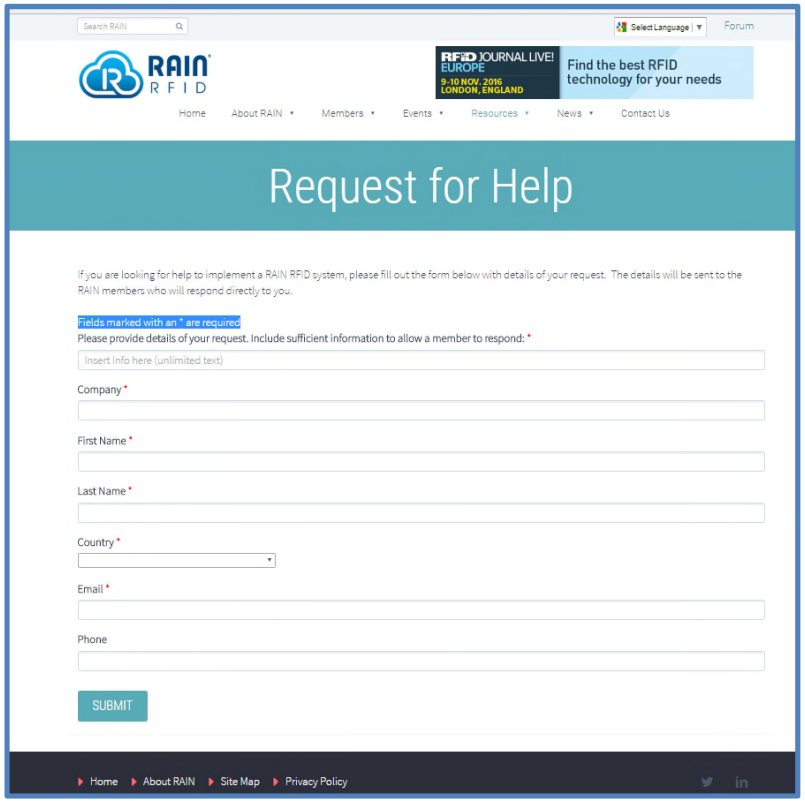
Documents & Videos Organized by Markets





- **Current markets – Healthcare, IOT, Retail, & Smart Manufacturing**
- **Lists of >100 retailers and >40 healthcare end-users worldwide**

Requests for Help



- **44 end-users contacted the RAIN Alliance**
  - Requests from 19 countries, 5 continents
- **31% from Asia**
  - 27% of those from China
- **Requests for many markets and industries, including:**
  - 33% - Logistics
  - 19% - Retail
  - 15% - Academic
  - 11% - Asset Tracking

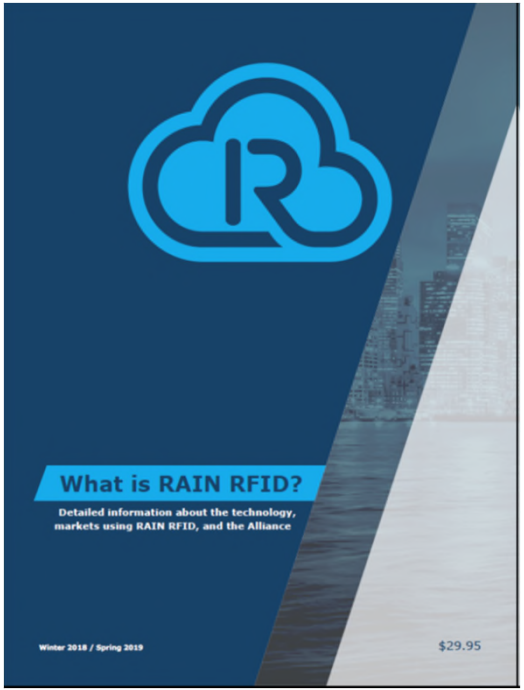
Post your requests for help with your project
http://rainrfid.org/resources/request-for-help/

E-Book

What is RAIN RFID?

Detailed information about the technology, markets using RAIN RFID, and the Alliance

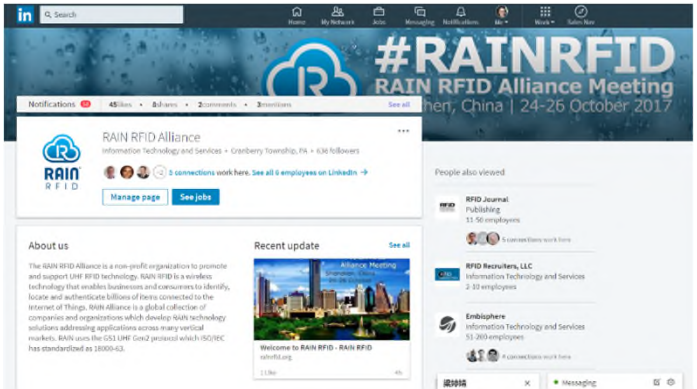
- **Details about RAIN RFID**
  - Tags, Readers, Antennas, Software, and Data
- **Standards and Numbering System**
- **Markets | Industries | Applications**
  - 9 in the first version, will add more
  - Applications and benefits of using RAIN
  - Case studies
- **Request for Help**
  - How end-users can find the RAIN Alliance members they need to work with
- **RAIN RFID Alliance**
  - Workgroups and Meetings
  - List of Members and Categories for the companies



Over 60 pages in the first version
E-Book will be updated twice per year

RAIN Alliance - Communication

- **Quarterly newsletters**
- **Invitations to upcoming RAIN Alliance meetings**
- **Events focused on industries with Alliance and members involved**
  - Booths
  - Presentations
  - List of events and details maintained on our website
- **Social Media**
  - Share RAIN RFID news as it happens – Twitter (@RAINRFID) & LinkedIn



RAIN – Enabling the IoT

- **Unique item identification**
- **Low cost**
- **Batteries not required**
- **Line-of-sight not needed**
- **Long or short range**
- **Security availability**
- **Connects to sensors**

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