

RAIN RFID Alliance



RAIN[®]
RFID



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Gold Sponsors



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Bronze Sponsors





- **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



- **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



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



- **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**





RAIN RFID DELIVERS INTERNET
CONNECTIVITY TO BILLIONS
OF EVERYDAY THINGS

LIKE
RAINDROPS
TO THE SEA



WELCOME TO RAIN RFID

A wireless technology
that connects billions
of everyday items to
the internet



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.



RAIN RFID ALLIANCE - ASIA MEETING | RAIN RFID 联盟- 亚洲会议

Inter-Continental Xiamen Hotel Xiamen, China 中国厦门洲际酒店
04-06 December 2018



[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洲际酒店



Market Pages

Case Studies, News, Presentations, etc.

RAIN RFID

Home About Us Membership Events Resources News Markets Technology Contact Us

RETAIL

Identifying retail items for inventory management

Benefits Success Stories News Join Now

Retail Benefits of RAIN

For omni-channel retailing, inventory visibility and return processing is more important than ever. RAIN technology provides the best inventory management to increase sales, reduce out-of-stock and overstock, and improve employee and customer satisfaction.

RAIN in Retail

Download RAIN Alliance Brochure

Request for RAIN RFID Help

See Retail Market Presentations

Documents & Videos Organized by Markets

RAIN RFID

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Documents

RAIN RFID Alliance

RAIN RFID in Retail

RAIN RFID in Healthcare

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Videos

RAIN RFID in Retail

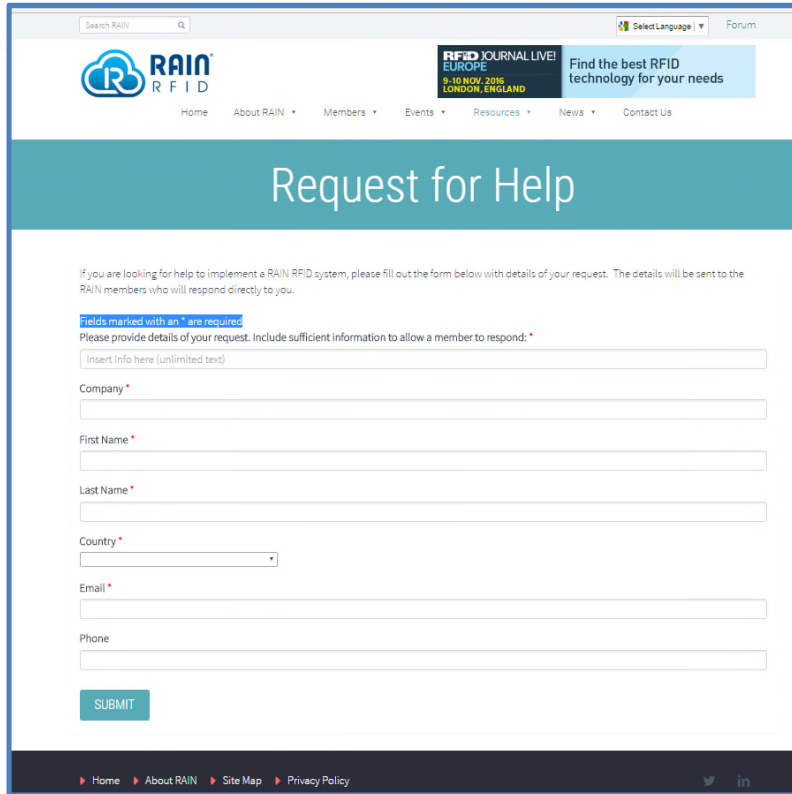
RAIN RFID in Healthcare

RAIN RFID in Manufacturing

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



Requests for Help



The screenshot shows the RAIN RFID website's 'Request for Help' page. The page has a teal header with the RAIN RFID logo and navigation links. Below the header is a large teal banner with the text 'Request for Help'. The main content area contains a form with the following fields: a search bar, a language selector, a forum link, a navigation menu, a banner for 'RFID JOURNAL LIVE! EUROPE 9-10 NOV 2015 LONDON, ENGLAND', and a 'Request for Help' form. The form includes a text area for the request, and fields for Company, First Name, Last Name, Country, Email, and Phone. A 'SUBMIT' button is at the bottom of the form. The footer contains links for Home, About RAIN, Site Map, and Privacy Policy, along with social media icons for Twitter and LinkedIn.

- **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/>



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

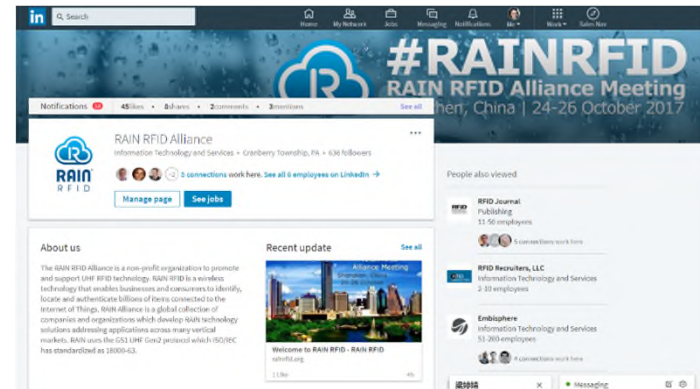
- **Details about RAIN RFID**
 - Tags, Readers, Antennas, Software, and Data
- **Standards and Numbering System**
- **Markets | Industries | Applications**
 - 9 in the first version, will add more
 - Applications and benefits of using RAIN
 - Case studies
- **Request for Help**
 - How end-users can find 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**

RAIN
IS EVERYWHERE

JOIN NOW
TO GROW THE TECHNOLOGY
IN YOUR MARKET

HEALTHCARE

RETAIL

LOGISTICS

PHARMACEUTICAL

INDUSTRIAL
MANUFACTURING

CONSUMER
SERVICE

IoT

PACKAGING

ELECTRONICS





RAIN[®]

R F I D

www.RAINRFID.org