



RAIN[®]
R F I D

RAIN RFID
A Key Enabler
of the Internet of Things

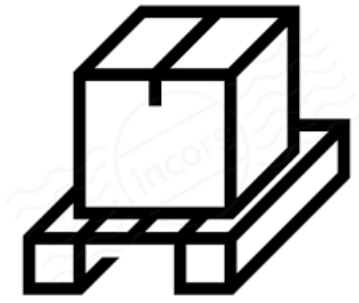
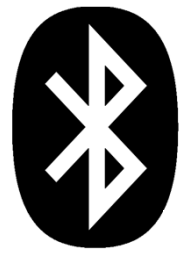
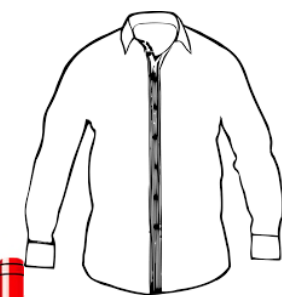
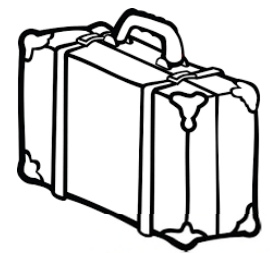
Carl Brasek

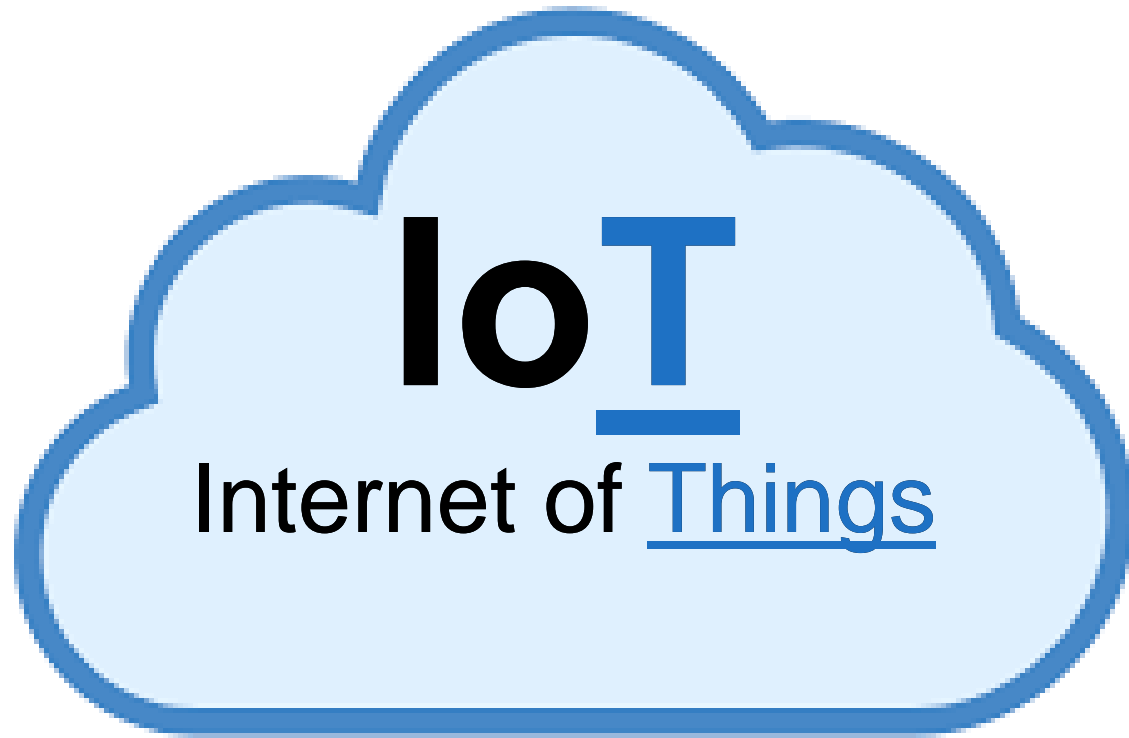
RAIN Alliance IoT Working Group



IoT

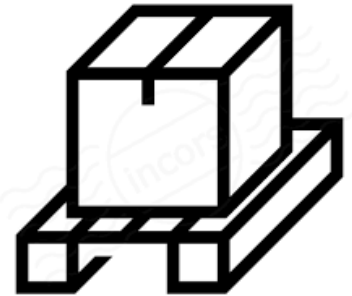
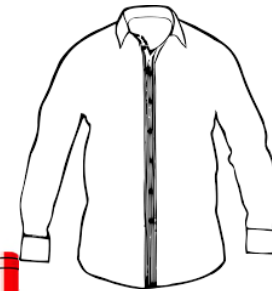
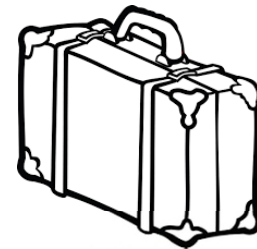
Internet of Things





RAIN enables

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

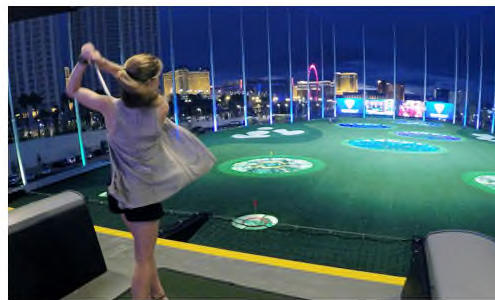




RAIN RFID = Connection Things



RAIN will Connect Every
Thing in
Our Everyday World
To the Internet

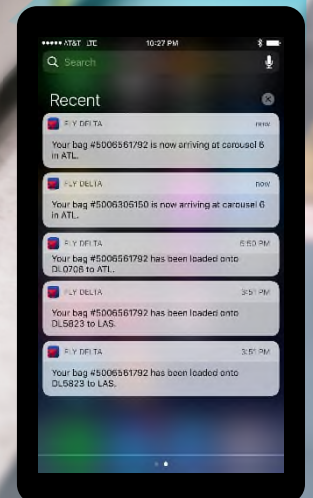


RAIN CONNECTS THINGS

Delta Airlines Bag Tracking

- 120 million bags annually
- 344 airports
- 6,600 readers
- 3,800 printers
- 2 billion reads annually

Delta Airlines is the first large RAIN deployment to directly benefit consumers





RAIN CONNECTS PEOPLE

Wings for Life World Run

- **25 simultaneous races**
- **11 time zones**
- **155,288 runners in 2017**
- **99.9% read rate**
- **Real-time IoT in sports**

RAIN CONNECTS INVENTORY

Inditex - Zara Stores

- 850 stores
- 9.7% sales uplift
- Selling to the last item with on-demand replenishment
- >\$1B inventory reduction



A photograph of a car body on an assembly line. The car is white and has its hood open. A white text box is overlaid on the right side of the image, containing the text 'RAIN CONNECTS SENSORS'.

RAIN CONNECTS SENSORS

Automotive Manufacturing

- **40+ RAIN sensors & growing**
- **Verifies correct installation of parts to frame**
- **Complements existing sensors**
- **QA in real time via IoT**



RAIN CONNECTS HEALTHCARE

Asset Management

- **Automated equipment management**
- **More efficient distribution**
- **\$750K cost avoidance**
- **Improved clinical outcomes**

RAIN Benefits for IoT



RAIN RFID adds intelligence to the IoT value chain and facilitates new applications for connected things.

RAIN RFID is the only technology capable of providing a cost-effective and unique digital ID to everyday items.

- **RAIN** delivers IoT item level value
- **RAIN** offers a wide variety of IoT applications
- **RAIN** brings additional sensor connectivity
- **RAIN** can be embedded in your things
- **RAIN** complements other IoT technologies

Retail • Healthcare • Automotive • Airlines • Food • Sports
Logistics • Manufacturing • Transportation • Smart Homes & Cities

Summary



- **RAIN RFID is a wireless technology that identifies, locates and authenticates billions of items**
- **RAIN is a complementary IoT technology; it connects „things“**
- **RAIN enables a future where everyday items are part of a connected world**
- **RAIN enables businesses and consumers to identify, locate, authenticate, and engage everyday items in our everyday world**

LET IT **RAIN** AND FOLLOW US



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**RAIN[®]
RFID**