RAIN Portland 2015
An introduction to the day and the organization

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Welcome

- **RAIN members and non-members**
- **Thanks to Intel for hosting**
- **Face to face three times a year**
- **Great speaker sessions today**

But first a little bit about RAIN

RAIN is an AIM Industry Alliance

RAIN RFID Alliance

- **Membership:** >70 from around the globe

- **Representing:** UHF RFID

- **Similar to:** NFC Forum, WiFi Alliance and Bluetooth SIG

- **Founded by:** Google, Impinj, AIM, intel, SMARTRAC

RAIN RFID Mission and Vision

Mission

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

Vision

A future where everyday things are part of a connected world … like raindrops to the sea

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, and authenticate each item**

- **A RAIN RFID solution uses a portal to read and write a tagged item, manages the data and takes action**
  - **Tags**
    - Are either attached or embedded with their items
    - Tagged items store and send information
    - Thousands can be identified simultaneously and do not have to be visible
  - **Portals**
    - Have attached antenna(s) for either short or long range communication
    - Can be small and portable, or larger and installed, or embedded in other devices
  - **Software applications**
    - Identify – Locate – Authenticate
    - Use the tags and portals to create, collect and use the item's data – locally, or on a server, or on a cloud
    - Authentication starts with the origin and history of each item

RAIN Enables the Physical Web

Internet of powered devices

Connected by

Connected by

Internet of everyday things

RAIN Delivers the Internet of Things

RAIN Delivers Internet Connectivity to Trillions of Everyday Things

Personal Care

Apparel
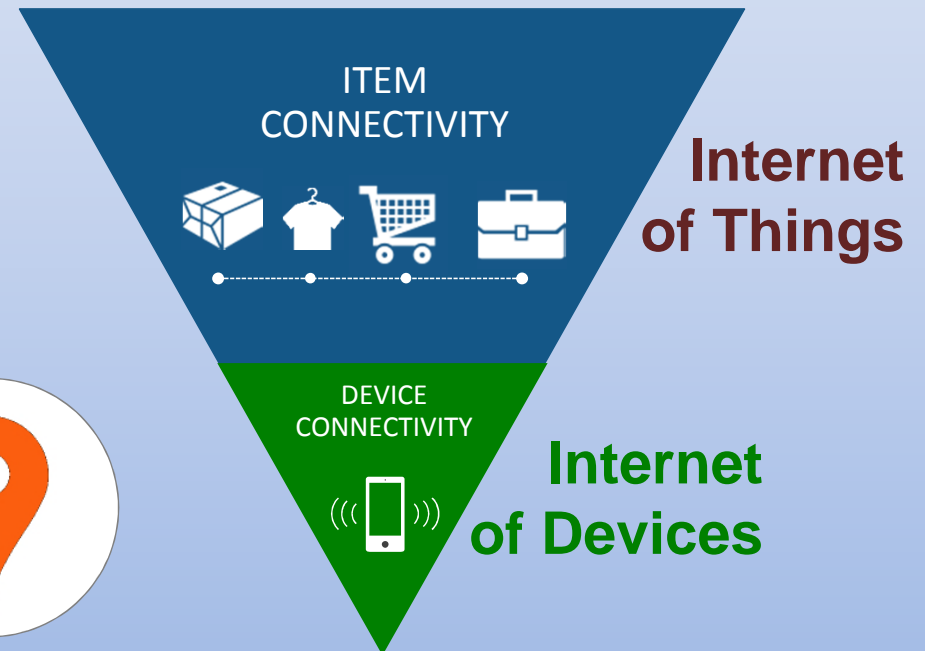
Healthcare

Fresh Food

Logistics
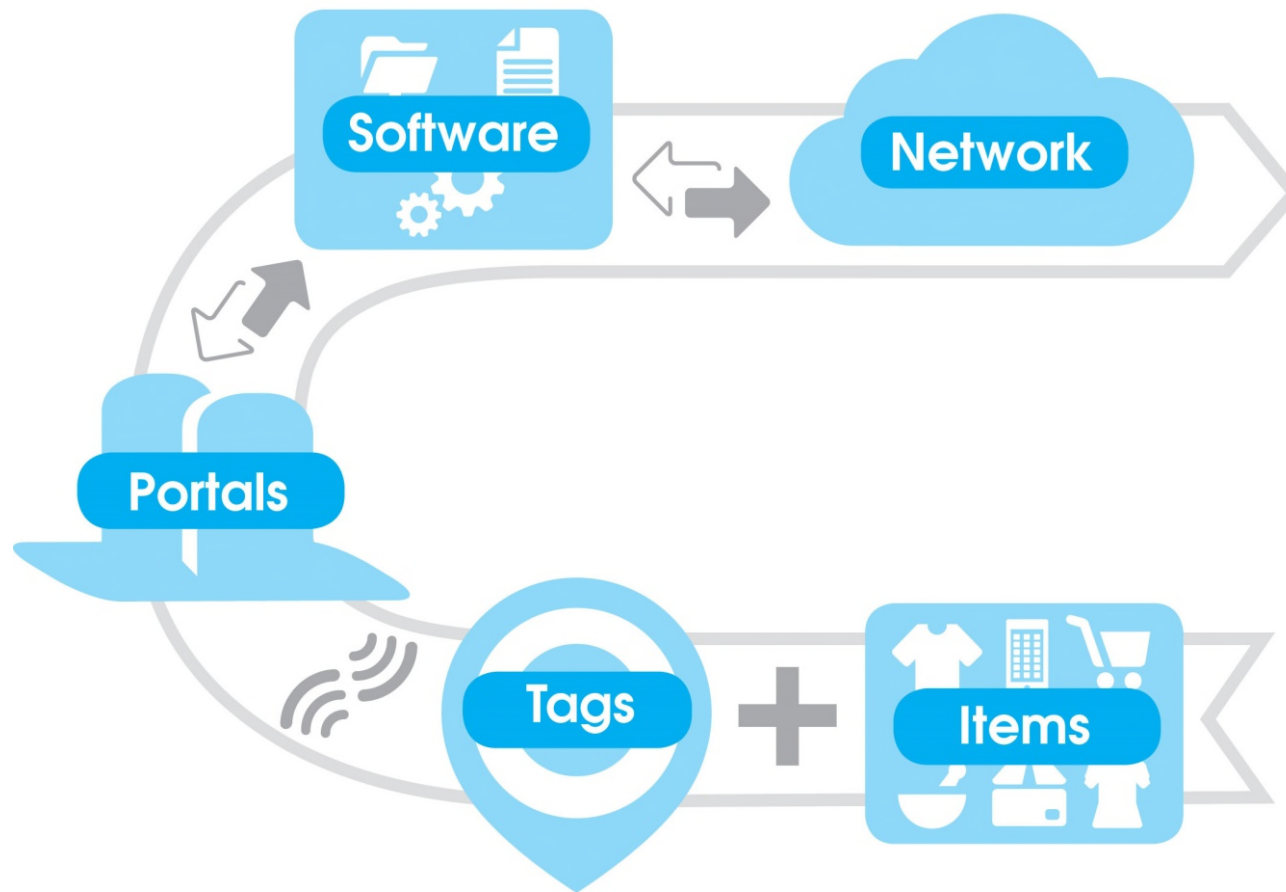
Pharmaceuticals

Liquor

Electronics

Location

Internet of "Things" is a superset of Internet of powered devices

ITEM CONNECTIVITY

Internet of Things

DEVICE CONNECTIVITY

Internet of Devices

RAIN terminology

RAIN RFID

Software · Network · Portals · Tags · Items

Item tagging is the driver

Medical Inventory

Laundry Management

Operational Configuration

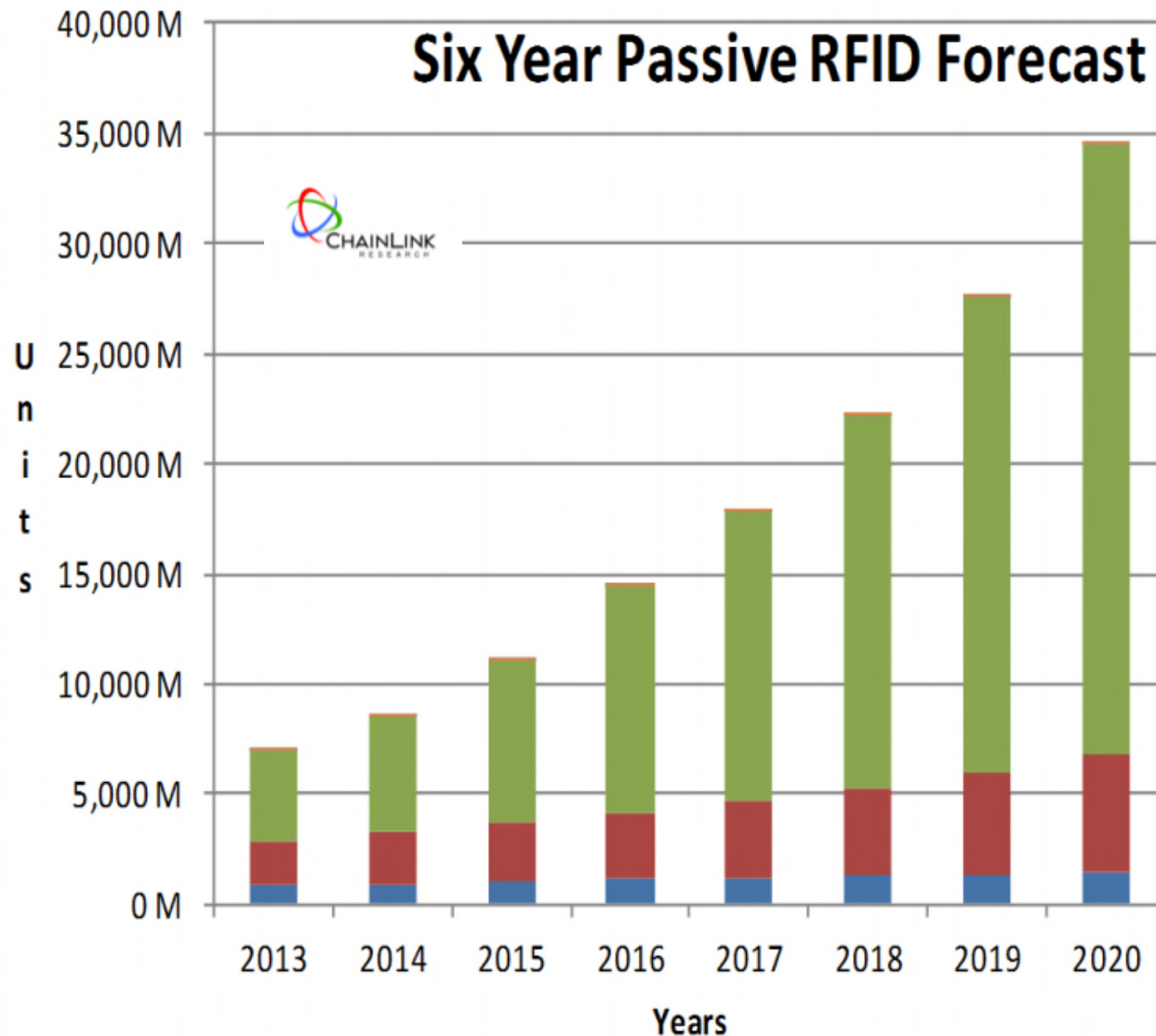**Brand Protection**

Retail Inventory

Customer Service

Race Timing

Asset Management

Logistics/Security

RAIN RFID Connected ~5 Billion Things in 2014 Alone!

Six Year Passive RFID Forecast

CHAINLINK RESEARCH

Units (M)

Legend
UHF Passive Tags
HF Passive Tags
LF Passive Tags

Years: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020
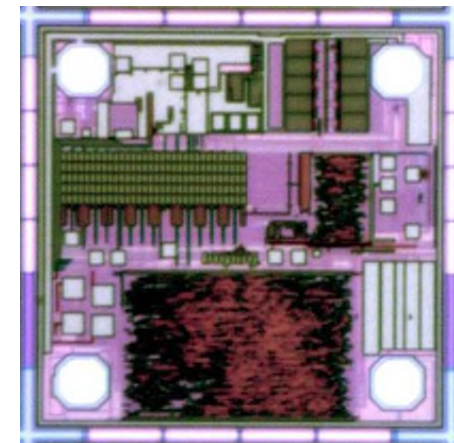
RAIN will connect over 25 billion things a year by 2020 and deliver the identity, location, and authenticity of each

RAIN – enabling the IoT

- **The low cost solution to identification and data collection**
- **No batteries - lasts forever**
- **Reads 10m or more**
- **Reads 1000 tags/second**
- **Sensor options**
- **Encryption available**
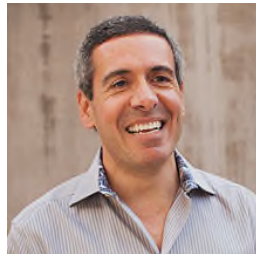
2014-2015 - Our first year

RAIN – the first year

The Management Team

- Board of Directors grew to 5 elected positions
  - Modified mission and vision
  - Revised Operational Procedures
  - Hired part time president and marketing consultant

Top Row: Frank Honoré, Chris Diorio, Shahrokh Shahidzadeh, Ralf Kodritsch
Bottom Row: Enu Waktola, Chuck Evanhoe, Steve Halliday, Kerry Krause

Workgroups

- **Created six workgroups (open to all):**
  - **Education** (How can RAIN better educate people about the technology and opportunities)
  - **Marketing** (All issues related to Marketing – content, communication, events, press and analysts, etc.)
  - **Solutions** (How to create solutions using the RAIN technology)
  - **Technical Oversight** (new technical ideas, etc.)
  - **Developers Forum** (help for the developer to implement RAIN technology)
  - **Smart Packaging** (add technology to your packaging)

Face to Face Meetings

Washington DC – September 2014

Groenlo NL – February 2015

Web site

- **Created web site**
- **Updated to add member directory**
- **Currently redesigning with "modern" feel and mobile capable**

How to Join RAIN

- **www.RAINRFID.org has the details**
- **Dues are based on company revenue**
- **Manufacturers, System Integrators, Users, Academic Establishments, Test Houses,**

RAIN

Visit
www.RAINRFID.org
for more information

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