RAIN™
RFID

RAIN is an AIM Industry Alliance

RAIN™ RFID

RAIN RFID Alliance

- **Membership:** 88 worldwide
- **Representing:** UHF RFID
- **Similar to:** NFC Forum, WiFi Alliance and Bluetooth SIG
- **Founded by:** Google, Impinj, intel, SMARTRAC

Senitron, Supervision, HID, RFLocus, Integrated ID Solutions, Inc., Askaris Information Technology, Tönnjes, TAGR Systems Inc, Thinkify, Walki, EM Microelectronic, uniqarta, TransparentPlanet, Saitech Polytechnic, Primo1D, TexTrace, Star Systems, AcuraGlobal, Aezept Technology, ARS, Avery Dennison, CAENRFID, CISC semiconductor, Confidex Capturing IDeas, data2, e mais e Auto-ID, eAgile, Evanhoe & Associates, CISPER, FEIG Electronics, GS1, Hanmi IT Co., Ltd., INFOCHIP, MET, ktl 한국산업기술시험원 Korea Testing Laboratory, 台揚科技股份有限公司 Microelectronics Technology Inc., Logopak, Lyngsoe Systems elevating logistics, MEPS Real-Time, Inc., Mighty Card RFID Solution Provider, Mühlbauer High Tech International, ORIDAO, nedap technology that matters, NXP, Omni-ID, SECURE RF Securing the Internet of Things, RAIN, RFID Solutions, SMU, TAGEOS, TERSO Solutions, Inc., ThingMagic A Division of Trimble, intellifi localization & identification | easy & affordable, motorola a lenovo company, uniqarta, Vanguard ID Systems, voyantic, ZEBRA Technologies, ams www.ams.com, Clairvoyant Technology Clarify Your Vision, componentsoft, Cypress Perform, ECSG, Embisphere, tyco, fast value global inc., Ken Traub Consulting LLC, OAT A division of Checkpoint, KATHREIN RFID, KAR-MIL, RR Donnelley, University of Pittsburgh Swanson school of engineering, HARTING, view Technologies, Sait, RFID LAB Università degli Studi di Parma, nexgen packaging, Invengo, RF Micron, RFIDglobal Solution, SencorpWhite, SML

RAIN RFID Mission and Vision

Mission

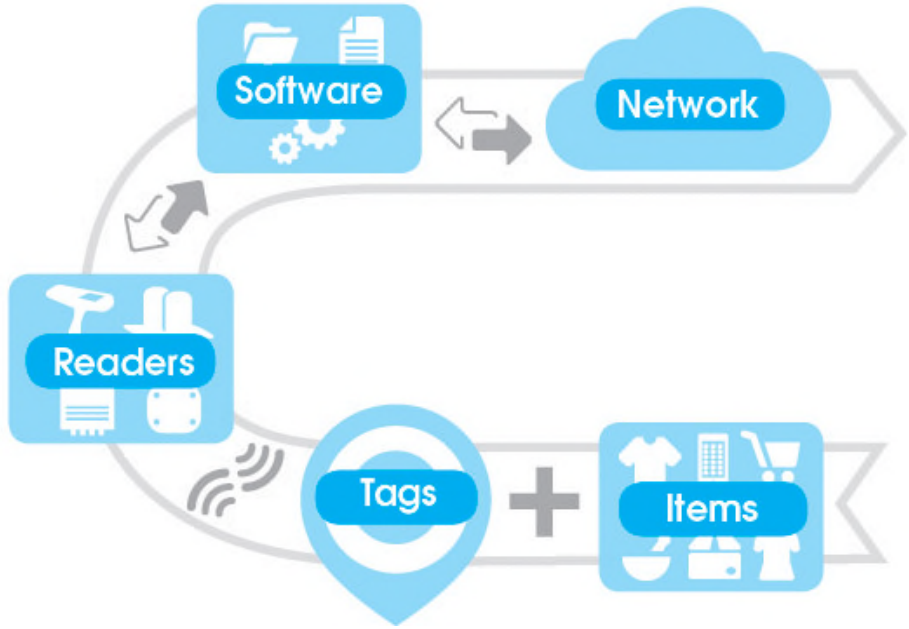
To enable businesses and consumers to identify, locate, authenticate and engage items in our everyday world

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, authenticate and engage each item**



What is RAIN RFID Alliance?

- **The RAIN RFID Alliance is a non-profit organization founded in April 2014, currently 88 company members worldwide**

- **A global alliance promoting the universal adoption of RAIN RFID technology**
  - RAIN RFID Alliance is similar to NFC Forum, WiFi Alliance and Bluetooth SIG
  - RAIN uses the GS1 UHF Gen2 protocol which ISO/IEC has standardized as 18000-63

RAIN Enables the Physical Web

Connected by

Wi Fi

Connected by

RAIN RFID Connects Things

RAIN RFID Delivers Internet Connectivity to Billions of Everyday Items ("Things")

Personal Care

Apparel

Healthcare

Fresh Food

Logistics

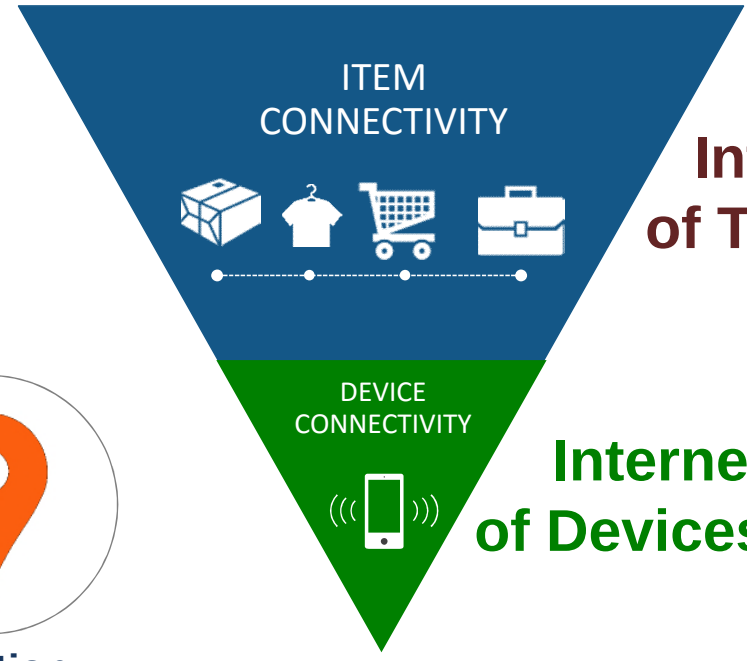
Pharmaceuticals

Liquor

Electronics

Location

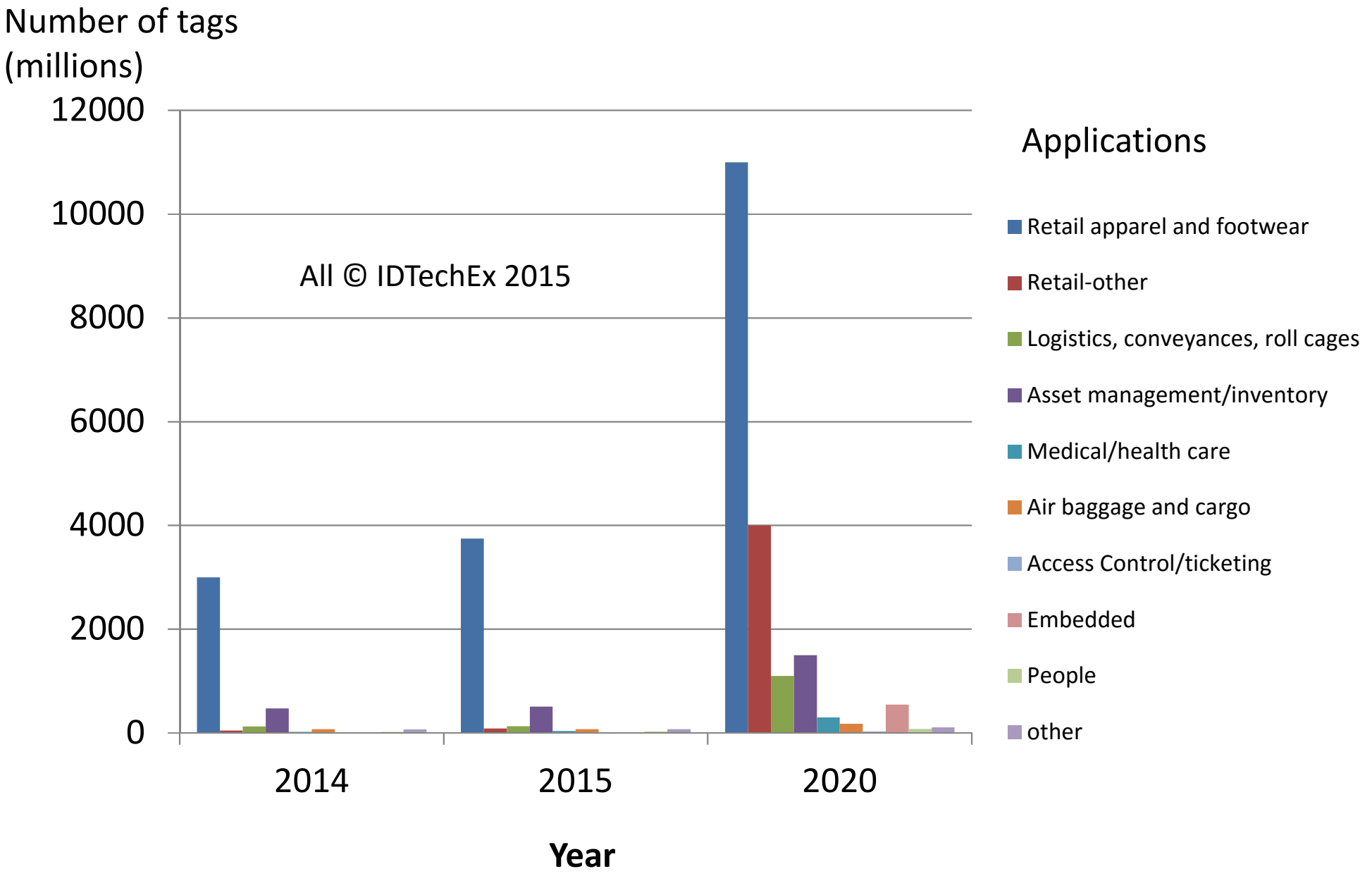
Internet of "Things" is a superset of Internet of powered devices



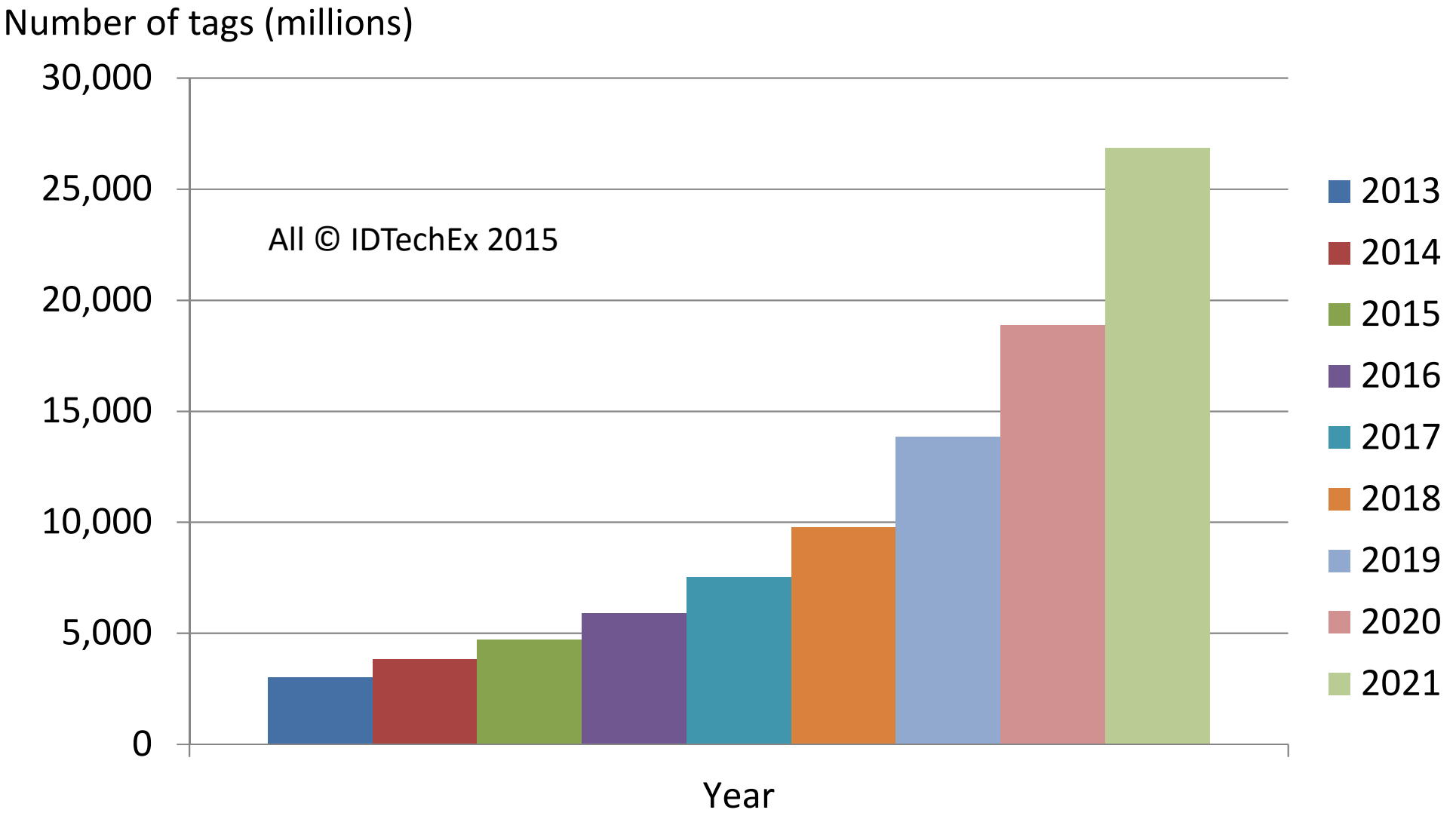
Internet of Things

Internet of Devices

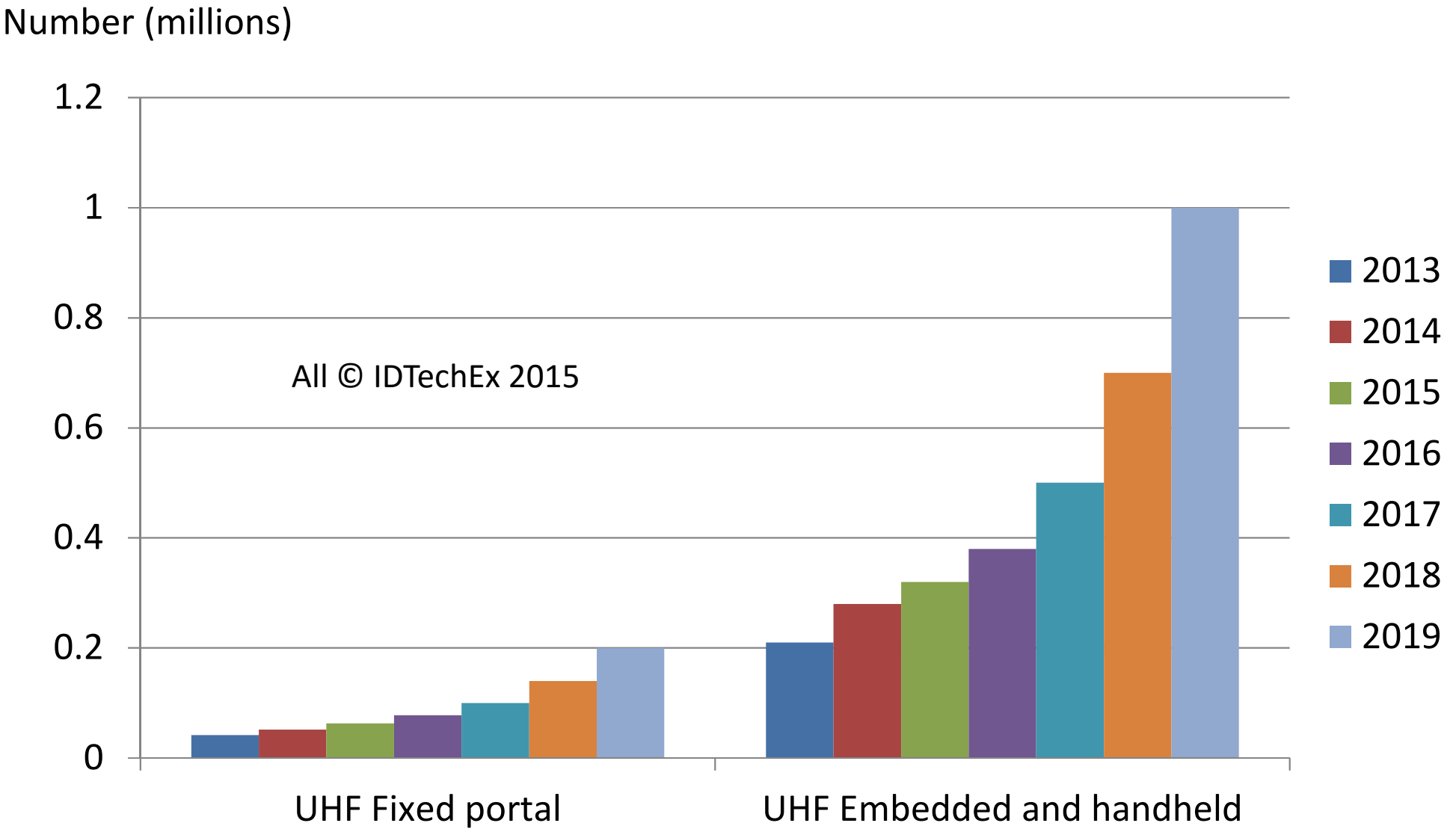
Tag Sales by Application



Tag Sales by Year



Reader numbers



Workgroups

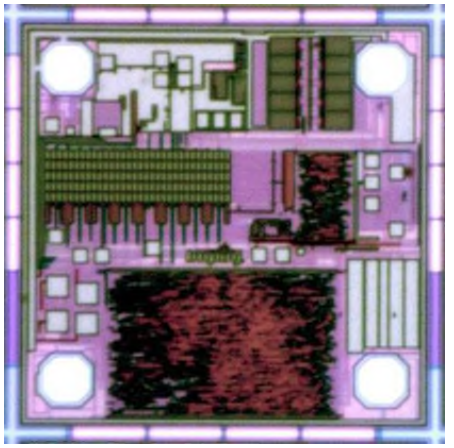
- **Created four workgroups (open to all members):**
  - **Marketing**
    - Content, events, social media, press and analysts, education, etc.
  - **Solutions**
    - How to create solutions using the RAIN technology
  - **Developers Forum**
    - Help developers to implement RAIN technology
  - **Smart Packaging**
    - Add RAIN technology to your packaging

RAIN – Face to Face Meetings

- **Held three meetings to date:**
  - Washington DC, USA – September 2014
  - Groenlo, The Netherlands – February 2015
  - Portland OR, USA – June 2015
- **Next Meetings:**
  - Seoul, S. Korea – October 2015
  - Graz, Austria – Feb/March 2016
  - USA – June 2016 (TBD)

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



Learn More About RAIN

- **How to Join RAIN**
  - www.RAINRFID.org has the details
  - Dues are based on company revenue
  - Manufacturers, System Integrators, Users, Academic Establishments, Test Houses
- **Sign up for latest news**
  - www.RAINRFID.org

Visit

www.RAINRFID.org

for more information

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