EVERYONE WINS USING RAIN & NFC!

Peter Phaneuf
President, eAgile Incorporated
• Headquartered in Grand Rapids, MI, USA

• Since 2004 eAgile has been providing IoT solutions to include:
  • RFID (LF, HF (NFC), UHF)
  • Digital Print
  • System (Software/Hardware) Integration

• eAgile services clients in over 40 countries across 6 continents

• eAgile specializes in item level Serialization and Secure Digital Print

• eAgile has been awarded several international patents relating to RFID product innovations
As the unbiased resource for networking, education, advocacy and standards, AIM will help its members grow their businesses by fostering the effective use of Automatic Identification and Data Capture (AIDC) solutions.

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

The NFC Forum brings the convenience of NFC technology to life. We empower organizations to deliver secure, tap-based interactions with an intuitive, reliable experience to users around the globe.
Dual Frequency combines UHF and NFC into a single chip.

ISO 18000-63 and ISO 14443A-3

✓ Provides benefits to manufacturing, supply chain, marketing and consumers.

✓ Reduced investment compared to a two tag option.

✓ Can be read/programmed from either frequency.

✓ Can be read/programmed at line speeds and in dense tag populations.
OR (for simplicity): eLink
How to grill?
Chain of Custody, Event Visibility

Brand Owner/Manufacturer

Distributor

Retail/eCommerce

Consumer

Event Data

Product Serial # & Date

Manufacturer

Event Data

Product Serial # & Date

Manufacturer

Distributor

Event Data

Product Serial # & Date

Manufacturer

Distributor

Retailer

Event Data

Product Serial # & Date

Manufacturer

Distributor

Retailer

Consumer
## Benefits

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<tr>
<th>Benefits</th>
<th>Item Level Intelligence</th>
<th>Recall</th>
<th>Logistics Visibility</th>
<th>Authentication</th>
<th>Expiry Date</th>
<th>On Shelf Availability</th>
<th>Consumer Direct Link</th>
<th>Sales Uplift</th>
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<tbody>
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• Unique Serialization
• Manufacturing Visibility
• Supply Chain Visibility
• Anti-Counterfeiting
• Combat Diversion
• Regulatory Compliance

• Sales Uplift
• One-Tap Re-ordering
• Authentication
• Brand Interaction (Web or App)
• Product Validation
• Social Media
• Loyalty Programs