



RAIN[®]
RFID

IoT



IDENTIFY



LOCATE



AUTHENTICATE



ENGAGE

RAIN RFID is a wireless technology that connects billions of everyday items to the Internet of Things (IoT), enabling consumers and businesses to **identify**, **locate**, **authenticate**, and **engage** each item. IoT applications require a data connection between the physical and digital world, and RAIN RFID is the ideal technology to bridge these realms with the ability to bring low cost, unique identification to everyday items.

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 things
- RAIN complements other IoT technologies

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

www.rainrfid.org



IOT BENEFITS OF RAIN

Over 20 billion items in industry and consumer applications have been successfully connected with RAIN RFID.



RAIN CONNECTS THINGS

Millions of people benefit from worry-free traveling thanks to RAIN-supported baggage tracking by Delta Airlines.



RAIN CONNECTS PEOPLE

Millions of runners benefit from accurate RAIN performance measurement, including the New York City Marathon and Wings for Life.



RAIN CONNECTS SUPPLY CHAINS

RAIN can help supermarkets reduce in-store waste by 20%, improve efficiency and track goods from farm to store.



RAIN CONNECTS PATIENTS & MEDICINE

RAIN improved medication refill efficiency by 50% and refill accuracy by 100% at Rady's Children's Hospital.



RAIN CONNECTS INVENTORY

RAIN is the only technology that is able to provide cost-efficient item level inventory with nearly 100% accuracy in 850 Macy's stores.



RAIN CONNECTS SENSORS

Mercedes and VW use RAIN sensors to measure environmental conditions including temperature and moisture during production.

RAIN ALLIANCE MEMBERSHIP

HELP SHAPE THE FUTURE OF THE INTERNET OF THINGS

Join the RAIN RFID Alliance and shape the future of RAIN RFID and IoT. RAIN RFID Alliance is a global association offering opportunities to connect, learn and share in the IoT industries. Membership is open to companies and organizations, including: manufacturers, software developers, solution providers, and end-users. Visit the www.rainrfid.org website for more information.

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