

The logo for Tunity features the word "Tunity" in a bold, grey, 3D-style sans-serif font. A vibrant green, glowing ring with a small black dot at its top center encircles the letters. The background is a dark, textured sphere with a grid of binary code (0s and 1s) and several bright, out-of-focus white light spots.

Tunity

Optimising RFID Technologies for Your Solutions



We are 7!

7 years of eating, breathing and living RFID

Thank you

**We could not have made it
without your invaluable
support**

Target Audience

- **VPs, Directors, Head of :**
 - Business Development, Planning and Operation, Distribution Strategy, Logistics, Manufacturing Solutions
 - Research & Development, Supply Chain, Transportation Management, Warehouse Operations / Technology
- **Chief Technical Officers, Technical Directors, Directors, Head of Enterprise Architecture, Directors, Heads of System Development**
- **Project Architects, Research Scientists, RFID System Integrators, RFID Technology Resellers / Distributors, Consultants, Academics**

Target Sectors

- ❖ Retail/ CPG, Pharmaceutical, Healthcare, Manufacturing, Logistics, Warehousing, Supply chain, Distribution
- ❖ Aerospace /Aviation, Defense, Tourism/Hospitality
- ❖ Government / Public Service



Prime Minister of Singapore, Mr Lee Hsien Loong

2010 Singapore National Day Rally Speech

"..we need to raise productivity. That is not just a matter for workers working harder. In fact, it is not a matter of working harder, it is **working smarter**. But workers have to make the effort, employers have to make the effort and the Government also must be productive....

..Productivity has to be the **responsibility of all** of us, to keep learning and upgrading,

THiNK PRODUCTiViTY

THiNK RFiD



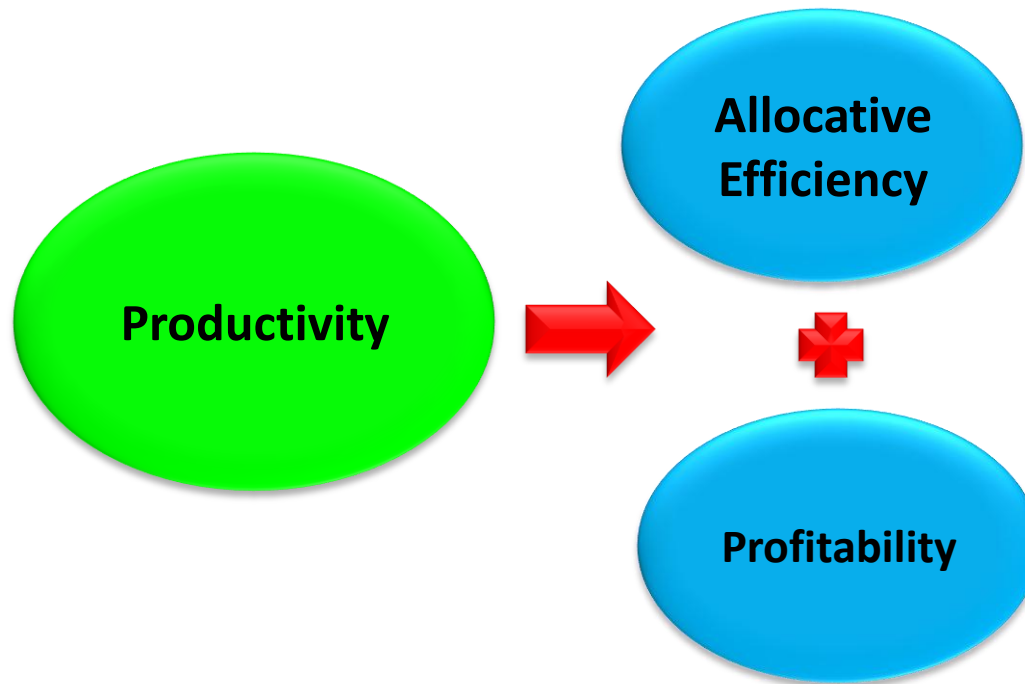
THINK PRODUCTIVITY

What is Productivity?

- **Productivity** is a measure of output from a production process, per unit of input.
- For example, [labor productivity](#) is typically measured as a ratio of output per labor-hour, an input.

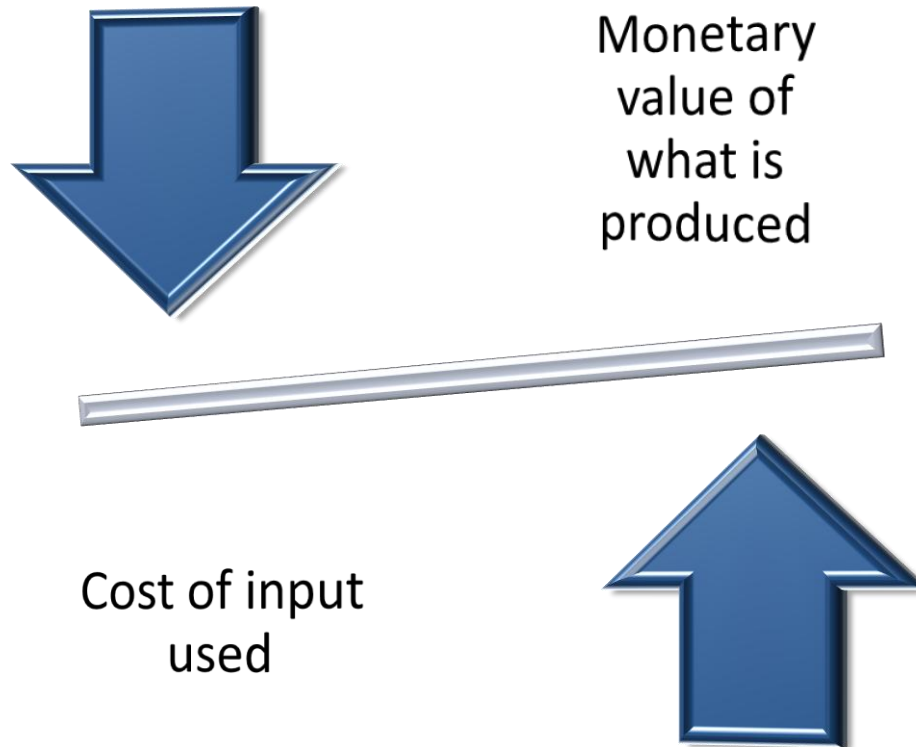
Source: <http://en.wikipedia.org/wiki/Productivity>

Advantages of Productivity



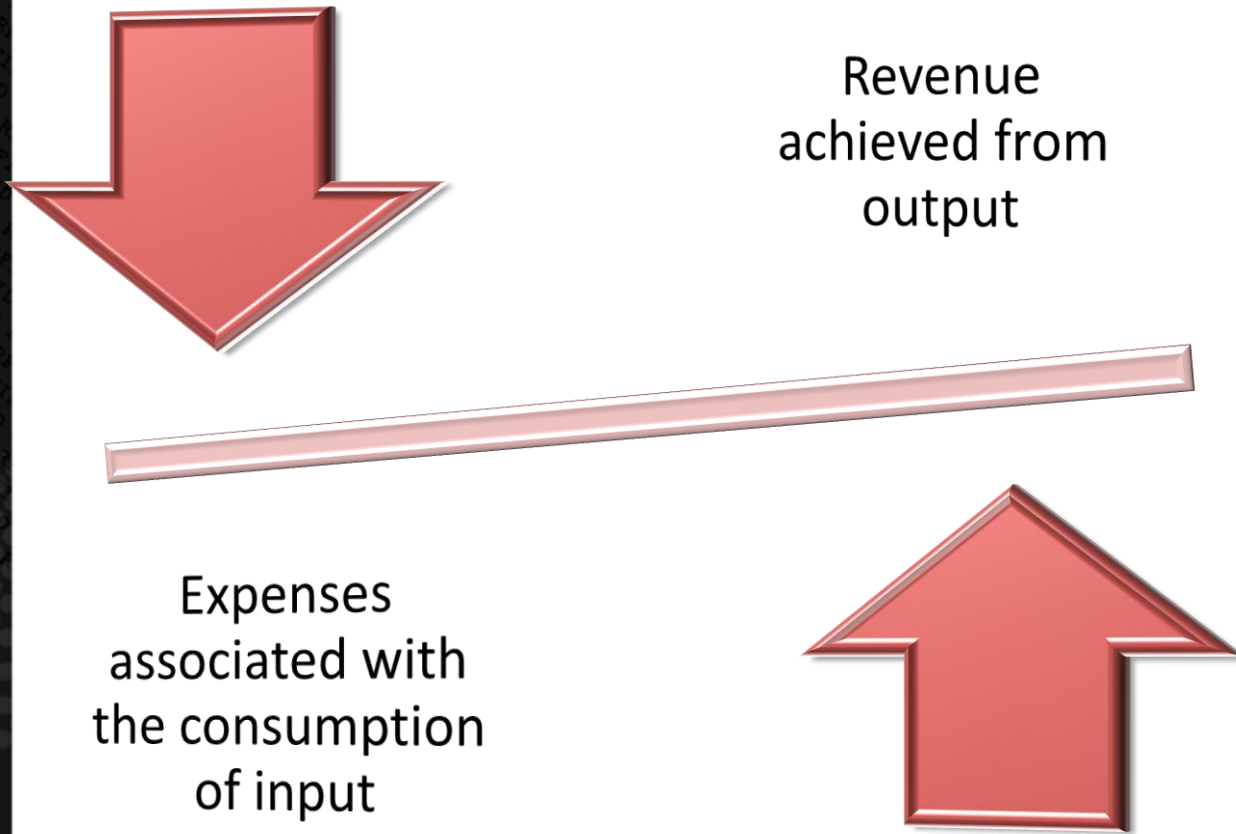
Source: <http://en.wikipedia.org/wiki/Productivity>

Allocative Efficiency



Source: <http://en.wikipedia.org/wiki/Productivity>

Profitability



Source: <http://en.wikipedia.org/wiki/Productivity>

THiNK PRODUCTiViTY

THiNK RFiD

THiNK RFiD



Think RFID

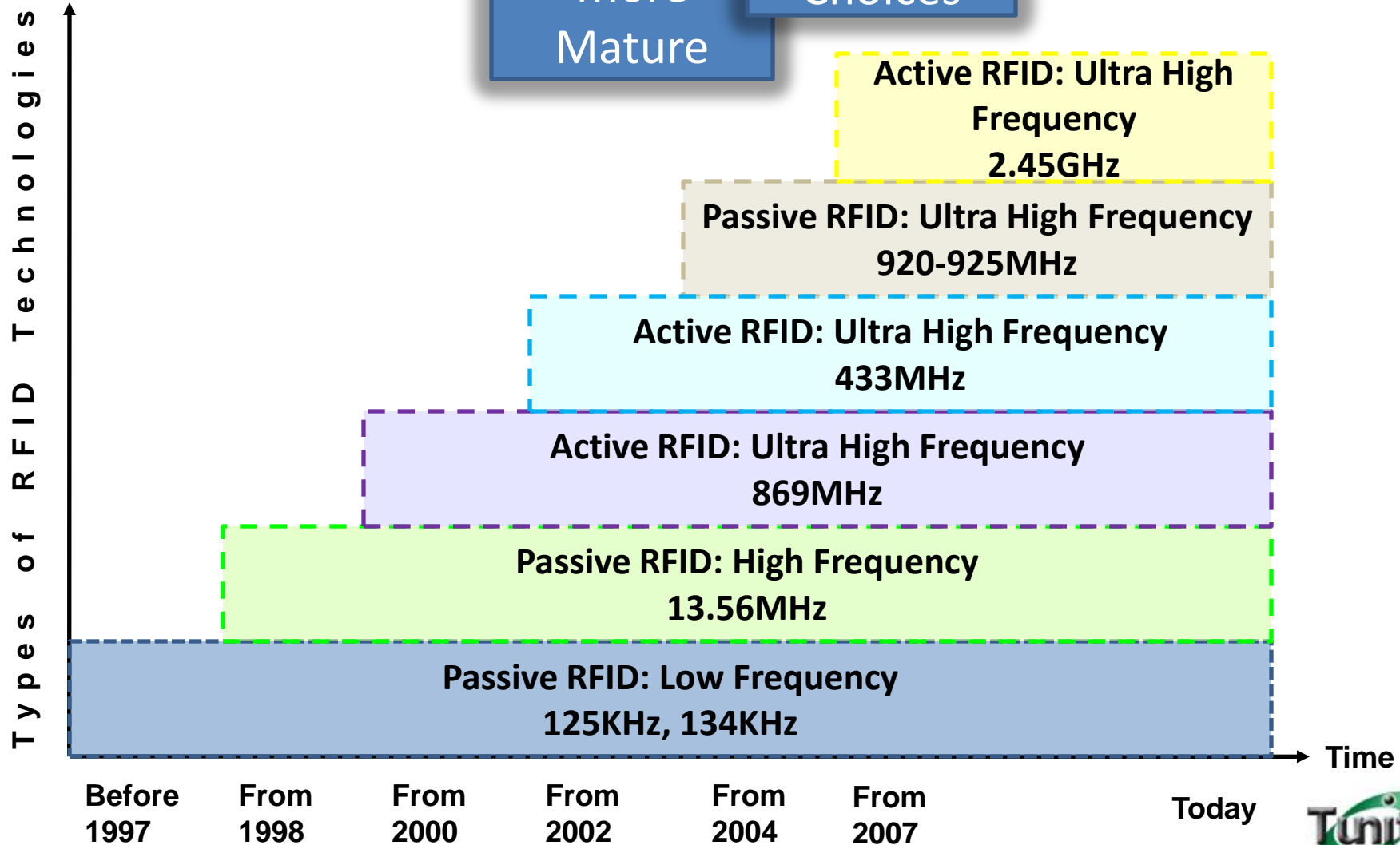
- **Radio-frequency identification (RFID)** is the use of an RFID tag applied to or incorporated into a product, animal, or person for the purpose of identification and tracking using radio waves.
- http://en.wikipedia.org/wiki/Radio-frequency_identification
- **Radio waves** are a type of [electromagnetic radiation](#) with wavelengths in the [electromagnetic spectrum](#) longer than [infrared](#) light. Like all other electromagnetic waves, they **travel at the speed of light.**

http://en.wikipedia.org/wiki/Radio_waves

Advantages of RFID

Advantages	Passive UHF RFID	Active RFID
Fast to read	190 tags/sec	100tags/transmission
Contactless & Long reading distance	Proximity to 10 meters	Proximity to 100 meters
No line of sight required	Except for metal	Can read through metal
Durable	100,000 read/write cycle	Change battery after battery expires
Unique ID	UID	UID
Can update status on tag	User programmable memory	User programmable memory
Still work when smear with ink, oil or dirt	Positive	Positive

RFID technologies application in Singapore over 14 years



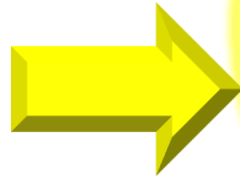
THiNK PRODUCTiViTY

THiNK RfID

- RFID → Productivity

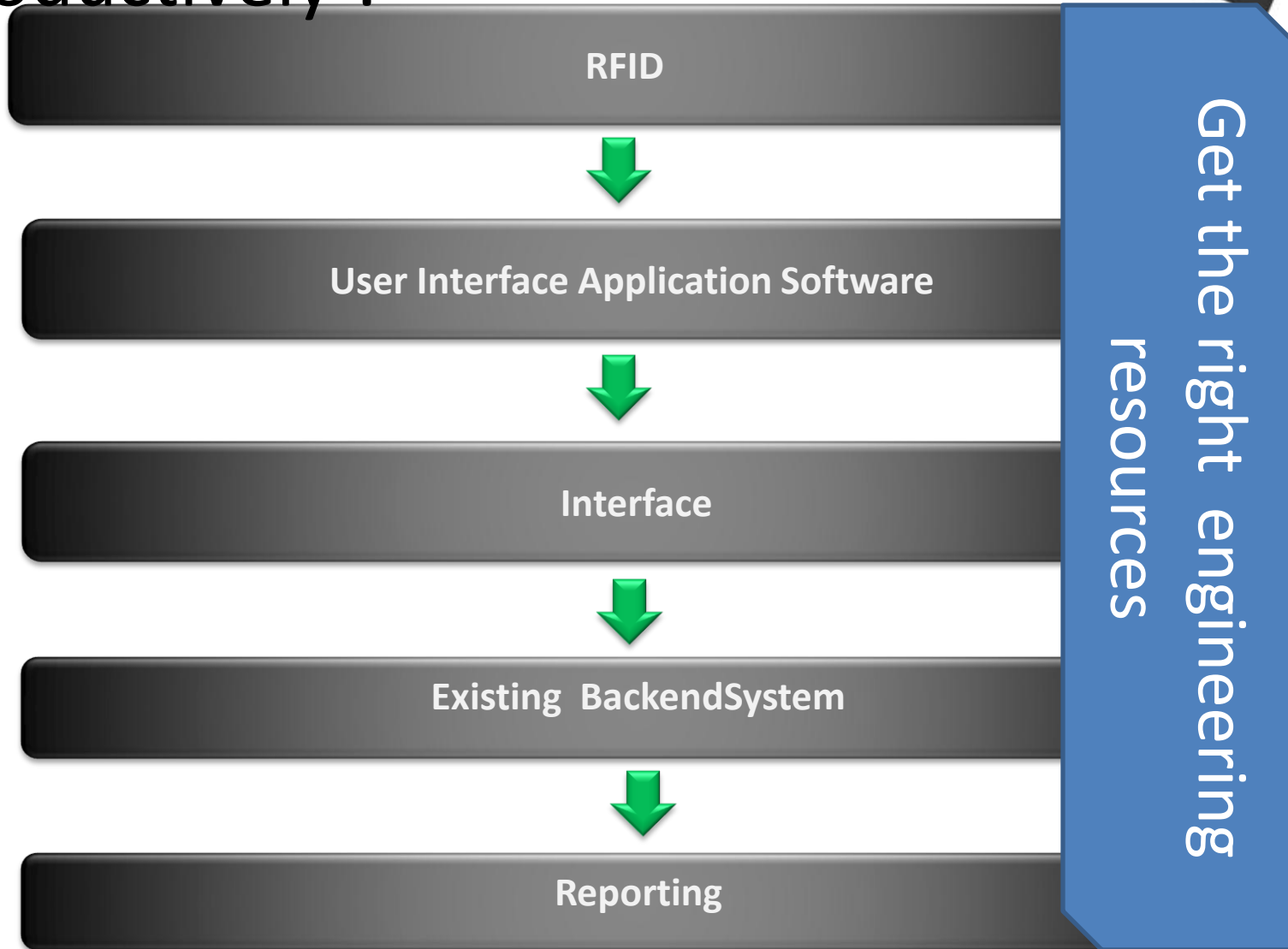


How to deploy RFID productively ?

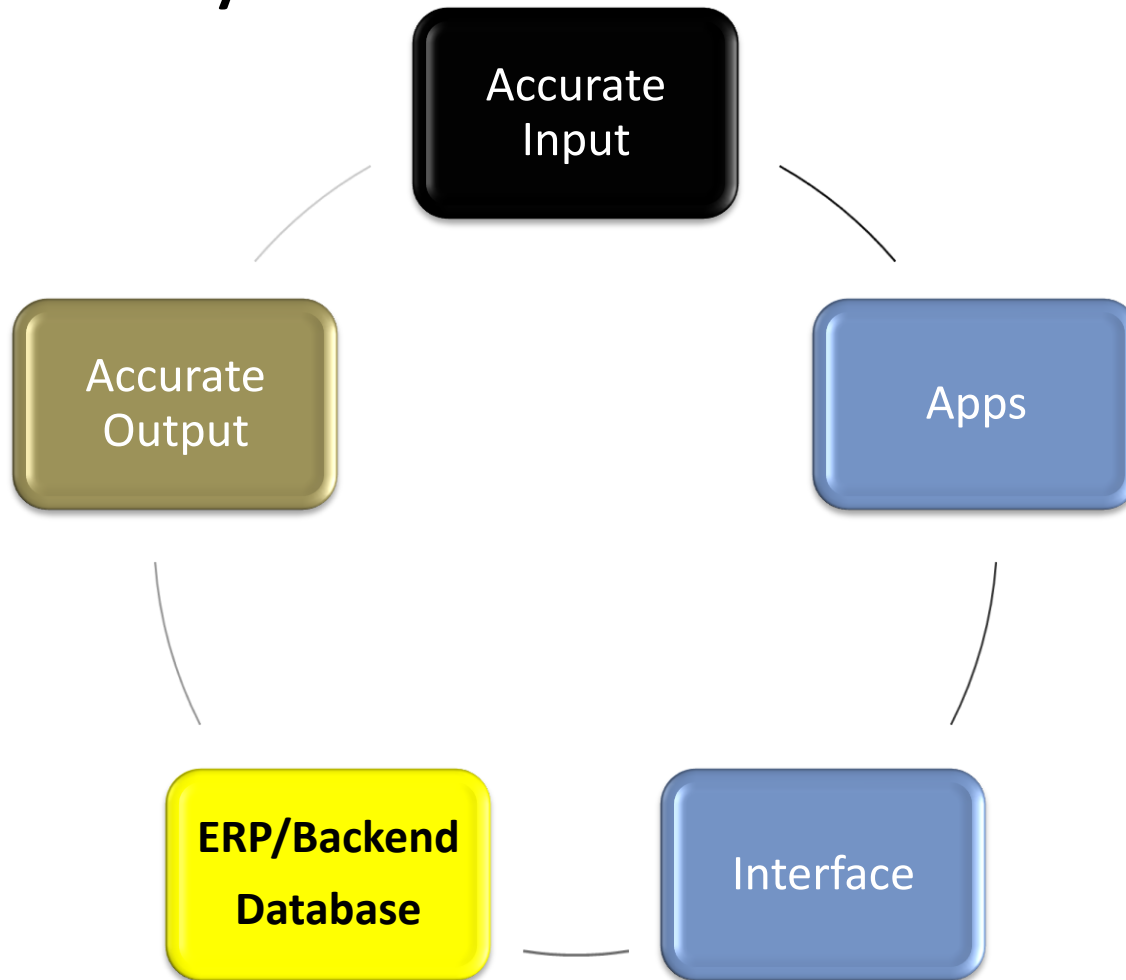


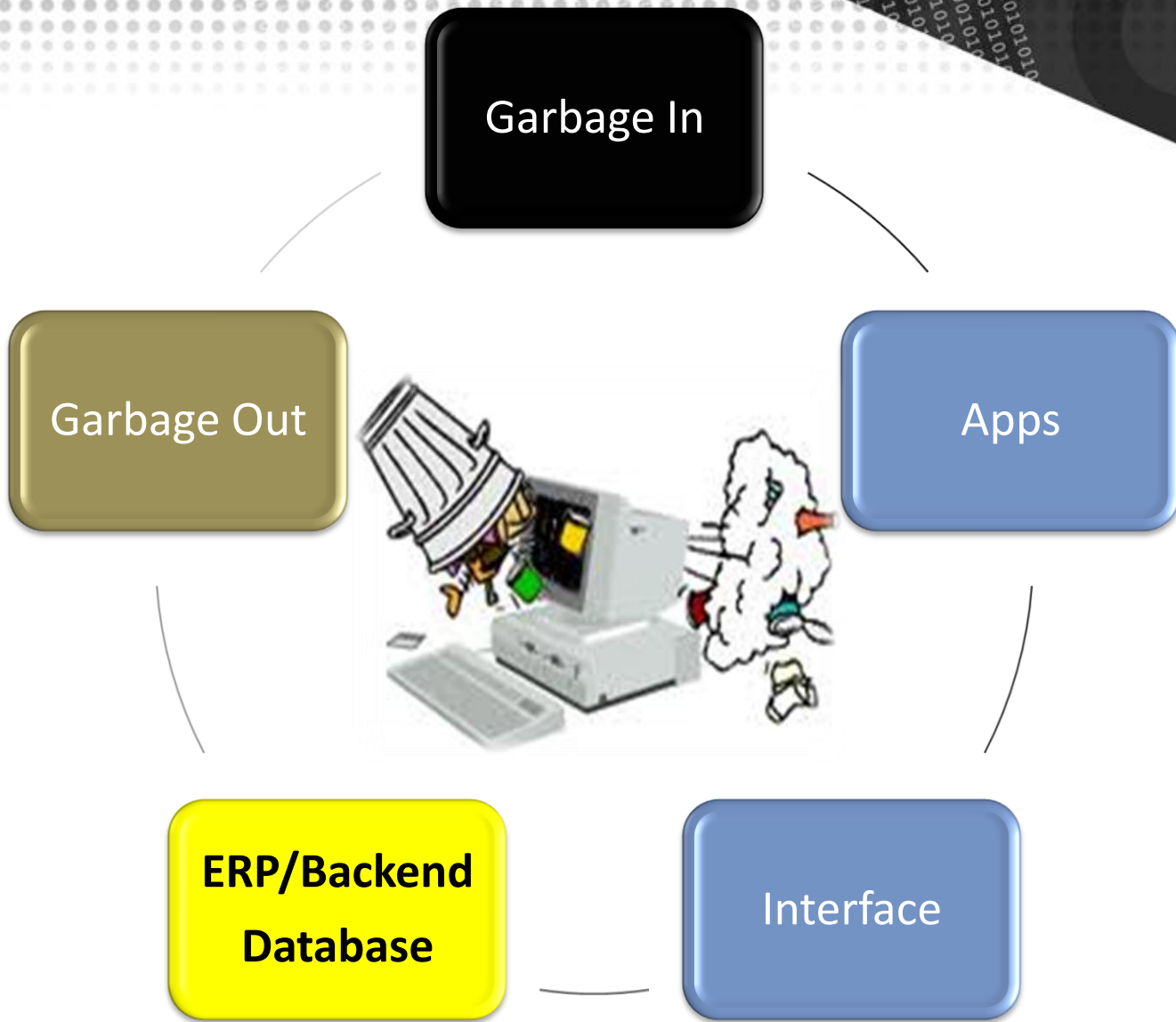
Investment

How to deploy RFID productively ?



How to deploy RFID productively ?





How to deploy RFID productively?

- Understand Operation Domain
- No confusion with barcode
- Identification of Roles & Responsibilities
 - Prime Contractor, System Integrator, Project Manager, RFID integrator

Changes over 14 years



Passive UHF RFID

- Only 1 of the 6 mentioned read rate
- None mention Read distance

How to deploy RFID productively ?

It is the camera man,
not the camera

Russel Wong

How to deploy RFID
productively ?

THiNK Tunity



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Thank you