

SIMPLY **RFiD**



GyaanTech 



Inventory and Asset Tracking: The Nox Revolution



Agenda

Why RFID and why SimplyRFiD?

A. Why you need RFID – NOW!

B. Why SimplyRFiD's Nox system:

- 1 – Revolutionary change*
- 2 – Destroy your competition*

C. Why GyaanTech / SimplyRFiD vs. ...?

- 3 - Stable and dependable*
- 4 - World-class service*
- 5 - Best value*

D. Why you need RFID – again!



“With Nox, asset tracking becomes valuable information and gives us a competitive edge.”

Jose Ortega, Excel Manufacturing

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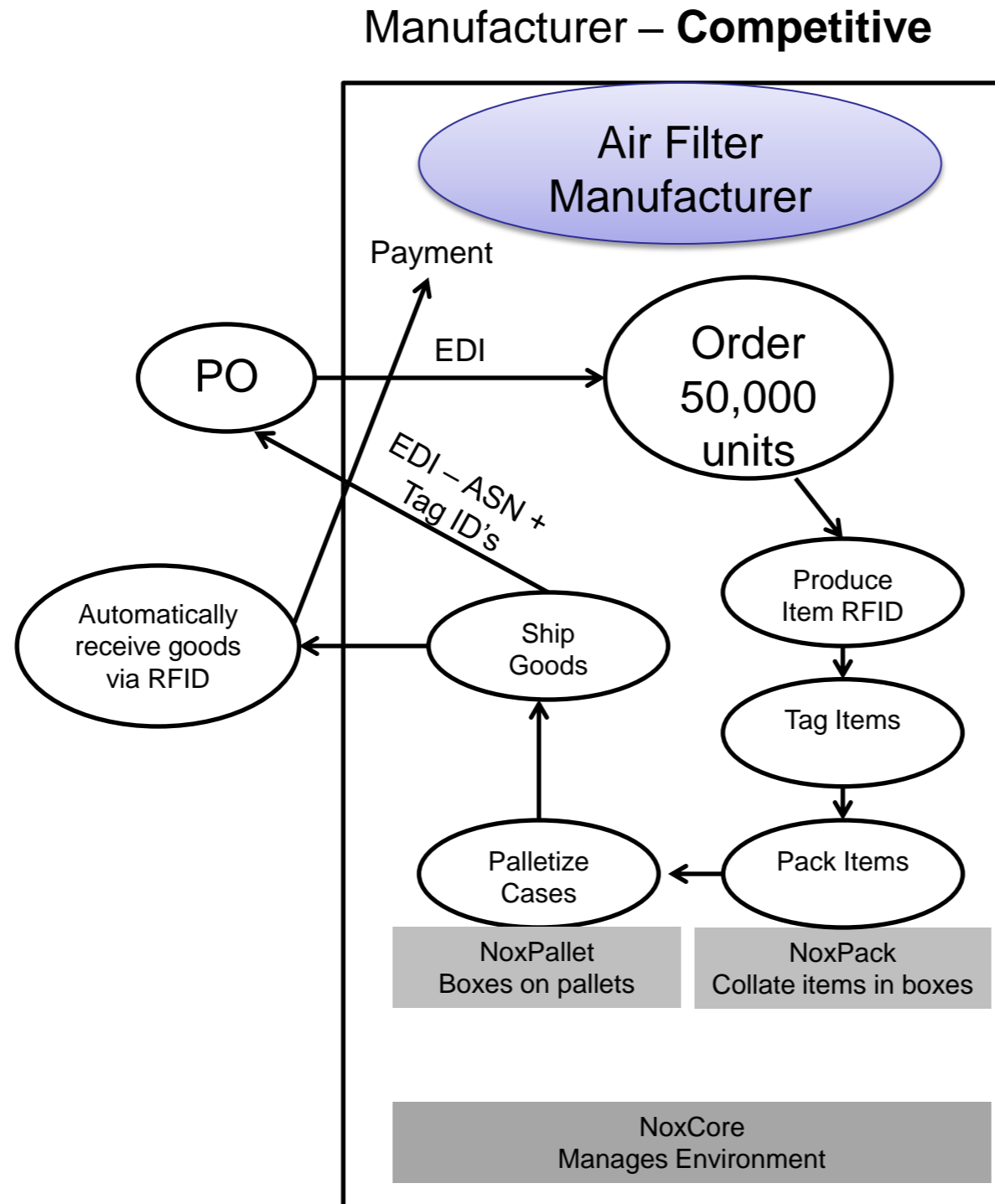


Strategic partner of

SIMPLYRFiD

A. Why you need RFID – Now!

Because it's mandated?



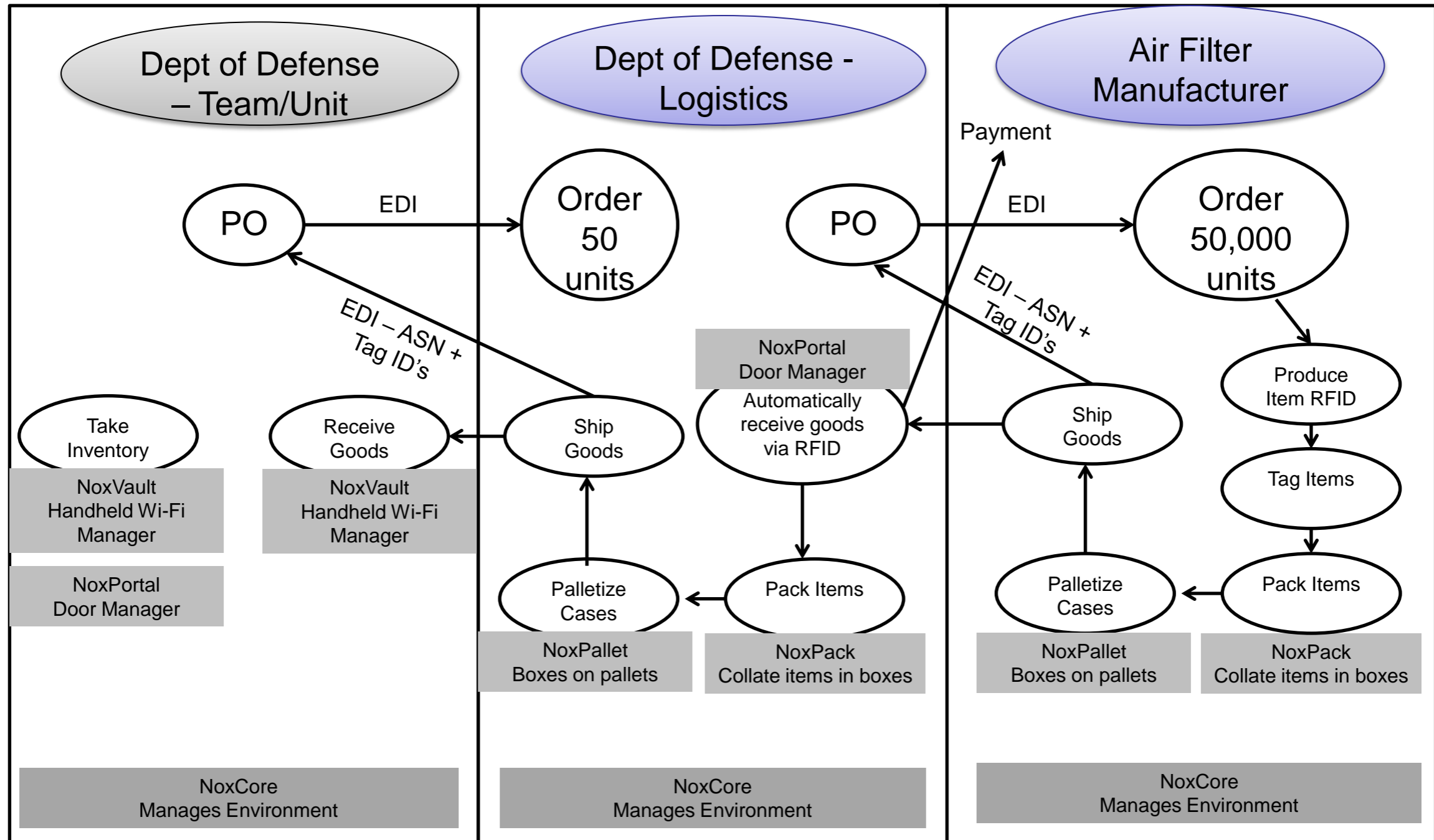
A. Why you need RFID – Now!

This is how it is used. Create 100:1 efficiency.

End User – Asset Tracking

Distributor – Inventory

Manufacturer – Competitive



A. Why you need RFID – Now!

Because you can't compete against those who do.

1. Data you can trust and use

- Automatic and accurate electronic delivery orders.
- Know exactly what you shipped and when you shipped it.
- Improve your customer relations by telling them what you shipped – before your competition does.

2. No stale inventory

- Eradicate old stock.
- Find the items you need – fast.
- Ship everything fast because you will know exactly what you have on hand.

3. Secure your stuff

- Eliminate accidental over-ships / mis-shipments.
- Halt theft.
- Collect video proof of shipments.

4. Get an edge before the competition

- *Compete!* RFID mandatory in USA Fortune 10 and US Department of Defense.
- Supply tracking information to customers to increase turn over, in-stock, and reorder speed.
- Increase sales with better inventory accuracy.

A. What is RFID?

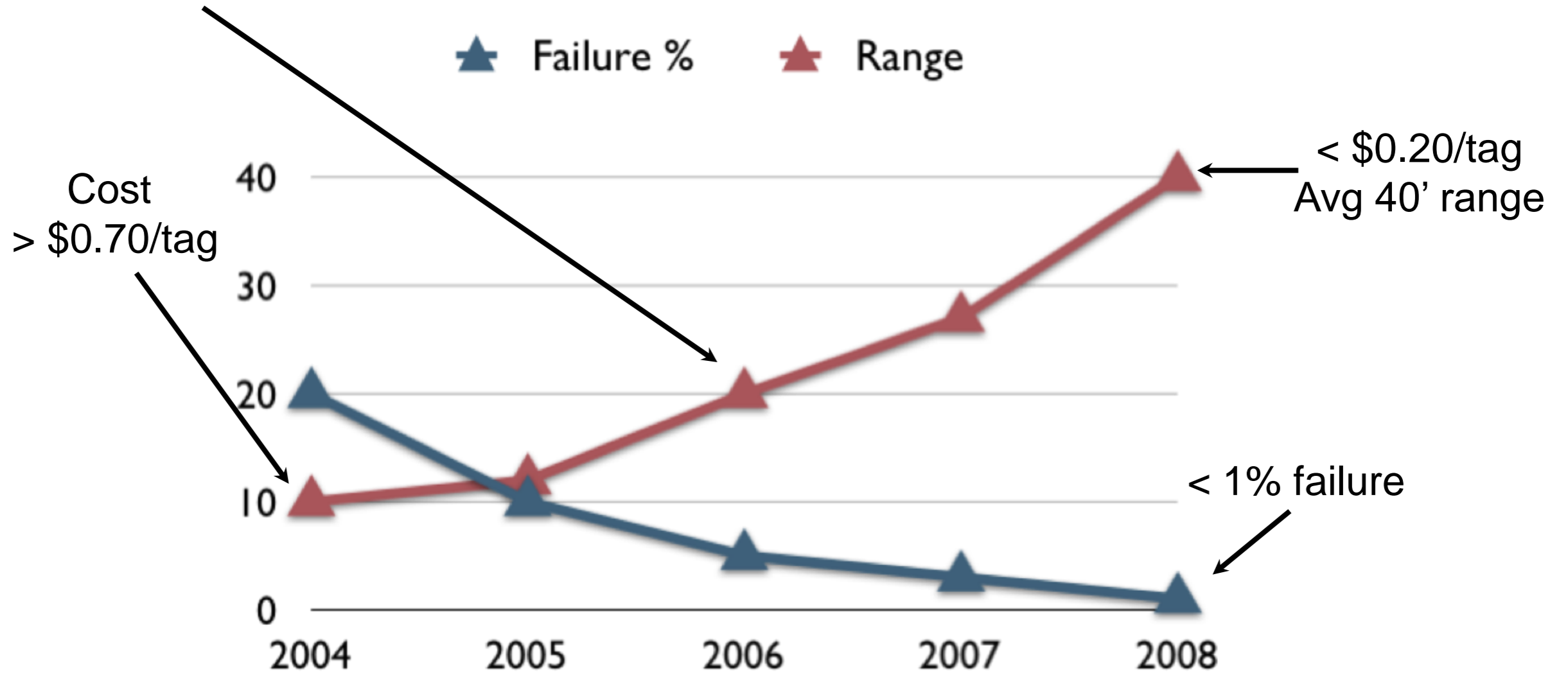
Simply: A barcode that talks

	Old 1.0 Inventory Barcodes	New 2.0 RFID Inventory
Tagging Product	Barcodes on every item	Same + RFID
Collecting Data	Barcode Scanner	Same + RFID Readers + Video Cameras + 100% Automated + 100 items per second
Managing Data	Enter Information in to Database	Same + Media Processor + 24x7 Data Collection
Output	Report Losses	Same + Determine Cause + Respond Now

A. Can I Trust RFID?

Since 2008 – absolutely.

Transition to Gen 2



A. OK, Maybe I need RFID?

Tell me what to buy...

- **'Label tag'** – UHF passive Gen2 900Mhz
 - Read Range: From 1' to 40' - *the GO TO Tag!*
 - from \$0.15 to \$0.50, depending on material
 - Works on many laptops, at reduced range
 - Best prices. Gen 2 UHF 900Mhz.
 - Works on many materials
 - Brands? Many.
- **Metal Mount Hard Tag** – UHF Passive Gen2 900Mhz
 - Read Range: From 1' to 40'
 - from \$2.00 to \$10.00
 - Work on most any surface with consistent range
 - Brands? Few.
- **Active Tags? HF / LF? Long Range? GPS/Satelite/Cellular?**
 - Avoid. There are no standards. Locked into a single-tag vendor.
 - These tags will cost \$15-\$500 and will not improve with open market technology improvements. You can't re-use / share your investment.

Label Tag



Garment Tag



Hardened Tag



Strategic partner of

SIMPLYRFID

A. The Workhorse RFID Tag

Label tags are low-cost and powerful.

- **What to consider:**

- Range? 1' to 40' -- 4"x1" Tags currently read about 40'
- Smaller Size? 1"x1" up to ...
- Label Material? Synthetic or Paper?
 - Synthetic for long print quality life
 - Longest Life: Polyester (10 years)
 - Next Choice: Polypropylene (2 years)
 - Paper for low cost
 - Short life (< 1 year)
- How will I program them? (Get a printer!)
 - Will it work with my RFID printer?
- UHF Class 1 Generation 2 – World Standard – (Wal Mart, DoD)
- Preprogrammed?



- **When to use?**

- Whenever you can. Can metal mount with 3/8" foam spacer.
- Will usually work on laptops and most fixed assets. Can be embedded in pallets and other manufactured goods.
- Try it!

A. And then what?

- **Antennas at choke points**
Place antennas throughout the facility to monitor product movement and update locations.
- **Use handheld Readers**
Quickly take inventory of RFID tagged items – 100 assets per second
- **Integrate with Video**
RFID can index a video event and show you what moved where, when.

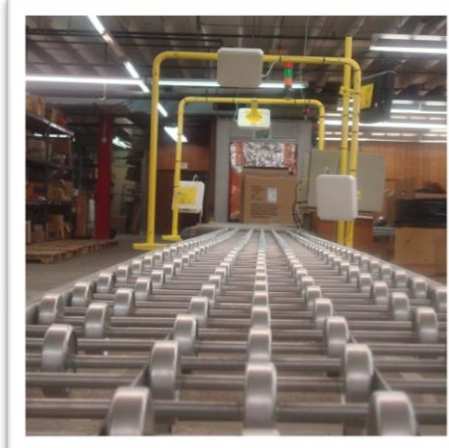


1. Revolutionary Asset Tracking

SimplyRFiD has helped more than 2,000 customers implement RFID, reduce costs, and gain a competitive edge using our Nox RFID software.



Nox RFID packing table – accurate, automated counts



Nox RFID conveyor – high speed automated counts



Nox RFID dock monitor - know what leaves, and when

Nox checkout - secured facility monitoring and control



2. Competitive Edge - Statistics

What SimplyRFiD Nox does...

Work Queues and Throughput:

- Average time for each process movement is tracked and notified
- Average items per hour to process by stock number or operating location
- Packed vs. quota by stock or location
- Average packing speed over time

Planning:

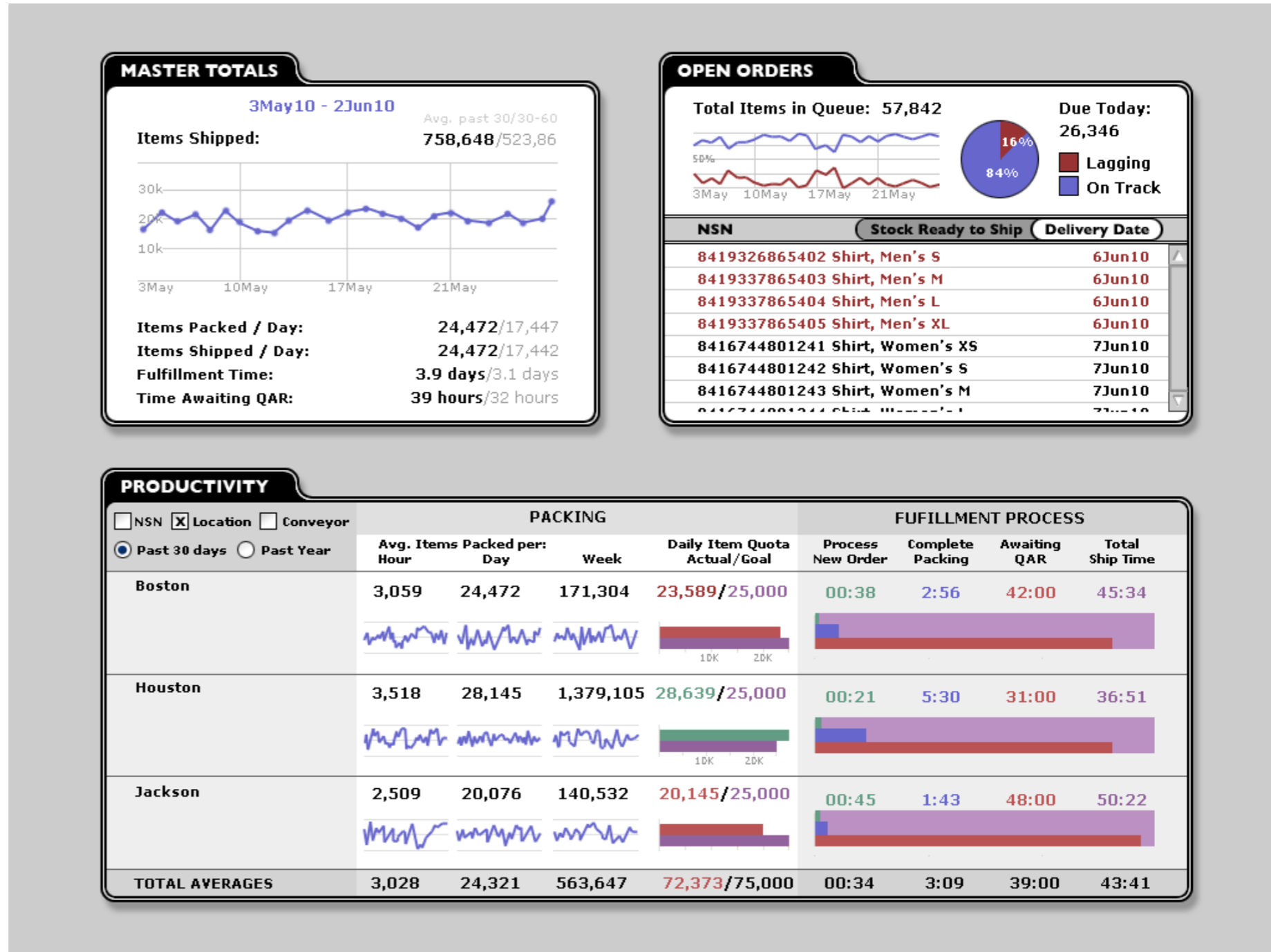
- Outstanding delivery orders by stock and quantity on-order
- Items packed and ready to ship (inventory)

Optimization:

- Void rate
- Lost tags
- Best performers
- Carrying costs

And of course:

- EDI download
- ASN (advanced shipping notice)
- Progress tracking



2. Competitive Edge - Technology



Integrated Pack Labels

- Auto-Short
- Auto-Weight
- 100% integrated label design (shipment #, Order, Case #)

Tiny RFID Item-Tags!

- As small as 3"x0.75 for low-cost or 1"x0.2" rugged
- Integrated into Pallets



Nox TM-4 High-Temp RFID Tag
On-Metal, IP68 Rated, 400F (200C)



Nox TI-2 Apparel Hang Tag.
Low Cost, Long Range



NoxVault Mobile Barcode and RFID

- Handheld 100% functional for item-to-case, case-to-pallet, make/break, and works via WiFi.
- Cellular GSM and GPS (optional) for accurate positioning of pallets or remote field work.


2. Competitive Edge - Security

signed in as JohnSmith | sign out

SEARCH LIVE FEED REPORTS SETUP ACCOUNT

customize


Cargo Bay 1



53: 48 5 Latency: 118 ms

PC #3481 08/24/07 12:14:52 PM
Laptop #3216 08/24/07 12:08:22 PM

Warehouse Short-term Storang...




566: # # Latency: 223 ms

Plasma TV #... 08/24/07 12:43:34 PM
Plasma TV #... 08/24/07 12:42:56 PM
Laptop #8493. 08/24/07 12:42:32 PM
Laptop #4576 08/24/07 12:36:54 PM
Laptop #8644 08/24/07 12:31:29 PM
Laptop #6754 08/24/07 12:29:19 PM
PC # 6859 08/24/07 12:26:09 PM
Laptop #3457 08/24/07 12:18:18 PM

Notified Events: Past 24hrs

Event Type	Description	Time
Tag Present	Cargo Bay 2	08/24/07 02:21:32 PM
Tag Absent	Cargo Bay 1	08/24/07 12:02:14 PM
Camera Down	Cargo Bay 2	08/24/07 10:09:46 AM
Low Disk Space	Remaining Space: 900MB	08/24/07 09:12:43 AM

Cargo Bay 2



346: 345 0 Latency: 102 ms

Camera# Down 08/24/07 12:42:29 PM
Plasma #7840 08/24/07 12:33:34 PM

Central Staircase

Laptop #5865 08/24/07 12:44:54 PM
Plasma TV #.. 08/24/07 12:41:34 PM
Laptop #5434 08/24/07 12:38:58 PM
Laptop #5849 08/24/07 12:33:59 PM
PC #5739 08/24/07 12:32:12 PM
PC #9548 08/24/07 12:32:05 PM
Plasma TV #.. 08/24/07 12:29:43 PM
Laptop #9043 08/24/07 12:26:40 PM
PC #5643 08/24/07 12:25:37 PM
Laptop #7659 08/24/07 12:22:28 PM
Plasma TV #.. 08/24/07 12:20:16 PM
Plasma TV #.. 08/24/07 12:19:44 PM
PC #2342 08/24/07 12:02:18 PM
PC #6542 08/24/07 12:00:04 PM

146: 145 1 Latency: 1 sec

Tag Status: All

Tag Alias	Location	Read Time
Plasma TV #13	Warehouse Short-Ter...	08/24/07 12:43:13 PM
Laptop #9873	Cargo Bay 2	08/24/07 12:37:36 PM
Laptop #6547	Front Door	08/24/07 12:34:22 PM
Laptop #0956	Cargo Bay 2	08/24/07 12:34:22 PM
PC #5493	Cargo Bay 2	08/24/07 12:32:02 PM
PC #6546	Cargo Bay 1	08/24/07 12:22:36 PM
Laptop #8760	Central Staircase	08/24/07 12:22:12 PM
PC #2356	Cargo Bay 1	08/24/07 12:18:35 PM
Laptop #7659	Cargo Bay 2	08/24/07 12:16:52 PM
PC #2365	Cargo Bay 1	08/24/07 12:15:15 PM
Laptop #5489	Cargo Bay 1	08/24/07 12:13:47 PM
Plasma TV #18	Front Door	08/24/07 12:12:19 PM
PC #4562	Cargo Bay2	08/24/07 12:12:02 PM
PC #4565	Cargo Bay 1	08/24/07 12:08:46 PM
Plasma TV #16	Cargo Bay 1	08/24/07 12:04:34 PM
PC #7654	Cargo Bay 1	08/24/07 12:04:53 PM
Plasma TV #12	Cargo Bay 2	08/24/07 12:01:01 PM

NoxCare: RFiD integrated with video

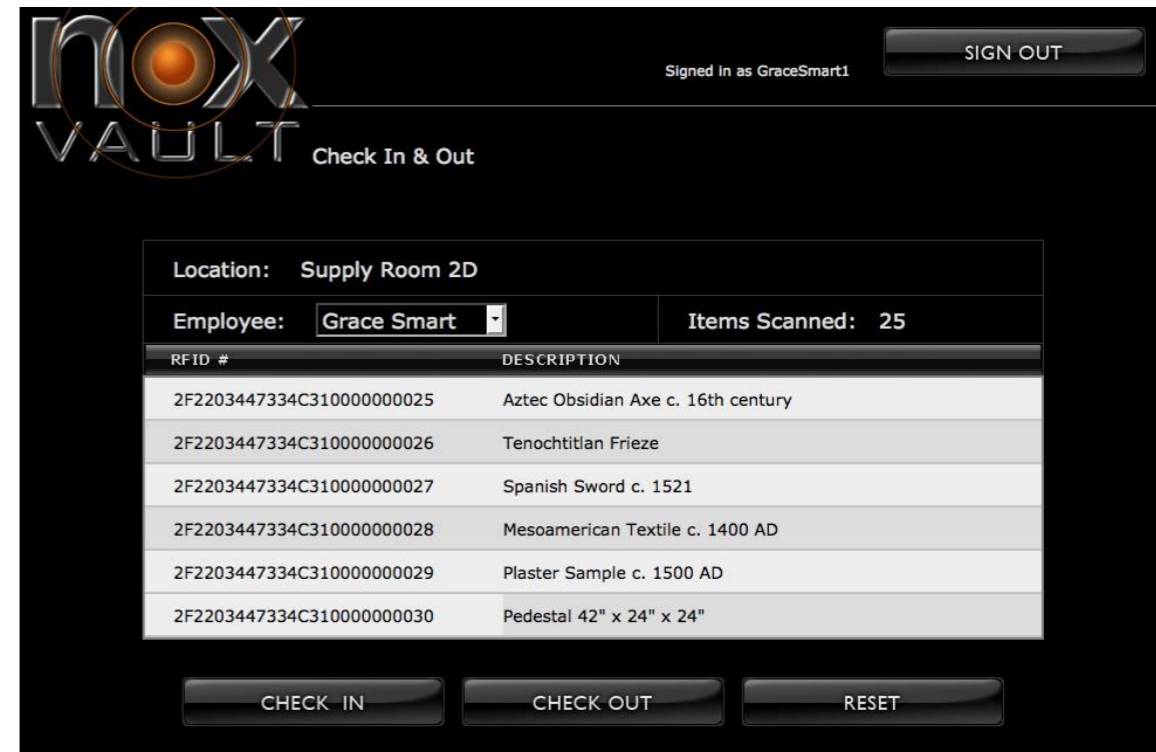
Track assets and connect with people that moved them.

3. Stable and Dependable

More than 2,000 RFID Customers

Sample Customer Stories:

1. **Warmkraft** – apparel processor – 300,000 items packed and tracked per month. RFID Increased accuracy 6%. Cost savings of over \$100,000 per month.
2. **DEA** (Drug Enforcement Agency) - Secures shipments and releases each shipment with RFID tracking tags and video monitoring.
3. **National Industries for the Blind** - New RFID technology enables blind workers to perform jobs. The RFID tags talk to the workers and announce if they are in the wrong box, over packed, or under packed. Benefit incalculable for the workforce.



Nox Check Out Screen

Further sampling of brand-name Nox customers:

US Military Academy (West Point), US Department of Defense (DLA), State of Florida, Northrop Grumman, ConEdison, US Army, US Air Force, US Marines, Tyco Electronics, DEA (Drug Enforcement Agency), In-Q-Tel (CIA Research and Development), NASA, Smithsonian Institute.



Top left clockwise:
Trevor, Carl, James,
Emily D, Emily J, Eric

4. World-Class Service

Web: <http://Support.SimpleRFiD.com>

YouTube: SimplyRFiD Channel

Office Phone: +1.703.343.1689

Blog: <http://blog.SimpleRFiD.com>

Email: Support@SimpleRFiD.com

Training: Free online training each month

What customers say:

“A breath of fresh air” – Stamps.com

“The most advanced technology, the most trustworthy, and the most honest company to work with. Period.” – RFID Network

“You are a bright light in a sea of darkness when it comes to RFID solutions.” – Space Component Supply

“In this day and age, sometimes it's the little things that stand out.” – PGM Corp

“Not just a supplier...A partner.” – Pioneer

“We had high expectations, but you have met and exceeded our expectations in all areas. Selecting SimplyRFiD was with out question the right and best decision.” - BISM

5. Best value?

Excerpted from the NIB (National Industries for the Blind) Newsletter

Brenda Johnson, Contract Administrator, NIB

“... We are pleased to announce that SimplyRFID has been chosen from this select group of vendors to support our associated agencies in compliance with this major government initiative. **Simply RFID was chosen unanimously based on best value.**”

For more information, contact **Brenda Johnson** at 703-310-0639 or bjohnson@nib.org. NIB is an manufacturing organization of over 80 agencies across the United States making everything from 3M sticky-notes to mattresses. All done by the persons that are blind.

After implementation, NIB added this comment:

“... We have only gotten positive feedback from our associated agencies as they have been working with Simply. I wanted you to know how successful this set up implementation has been. It is obviously a great experience when working with such professionals.”

D. This is why you need RFID today!

1. Data you can trust and use	2. No stale inventory
<ul style="list-style-type: none">- Automatic and accurate electronic delivery orders.- Know exactly what you shipped and when you shipped it.- Improve your customer relations by telling them what you shipped – before your competition does.	<ul style="list-style-type: none">- Eradicate old stock.- Find the items you need – fast.- Ship everything fast because you will know exactly what you have on hand.
3. Secure your stuff	4. Get an edge before the competition
<ul style="list-style-type: none">- Eliminate accidental over-ships / mis-shipments.- Halt theft.- Collect video proof of shipments.	<ul style="list-style-type: none">- <i>Compete!</i> RFID mandatory in USA Fortune 10 and US Department of Defense.- Supply tracking information to customers to increase turn over, in-stock, and reorder speed.- Increase sales with better inventory accuracy.

Next Steps

A) Planning for improvement

Conduct a site survey. Work with you to plan where RFID will fit best in your organization, analyze best-uses, and develop a schedule and implementation plan.

B) Implementation

C) Success!

Thank you!