

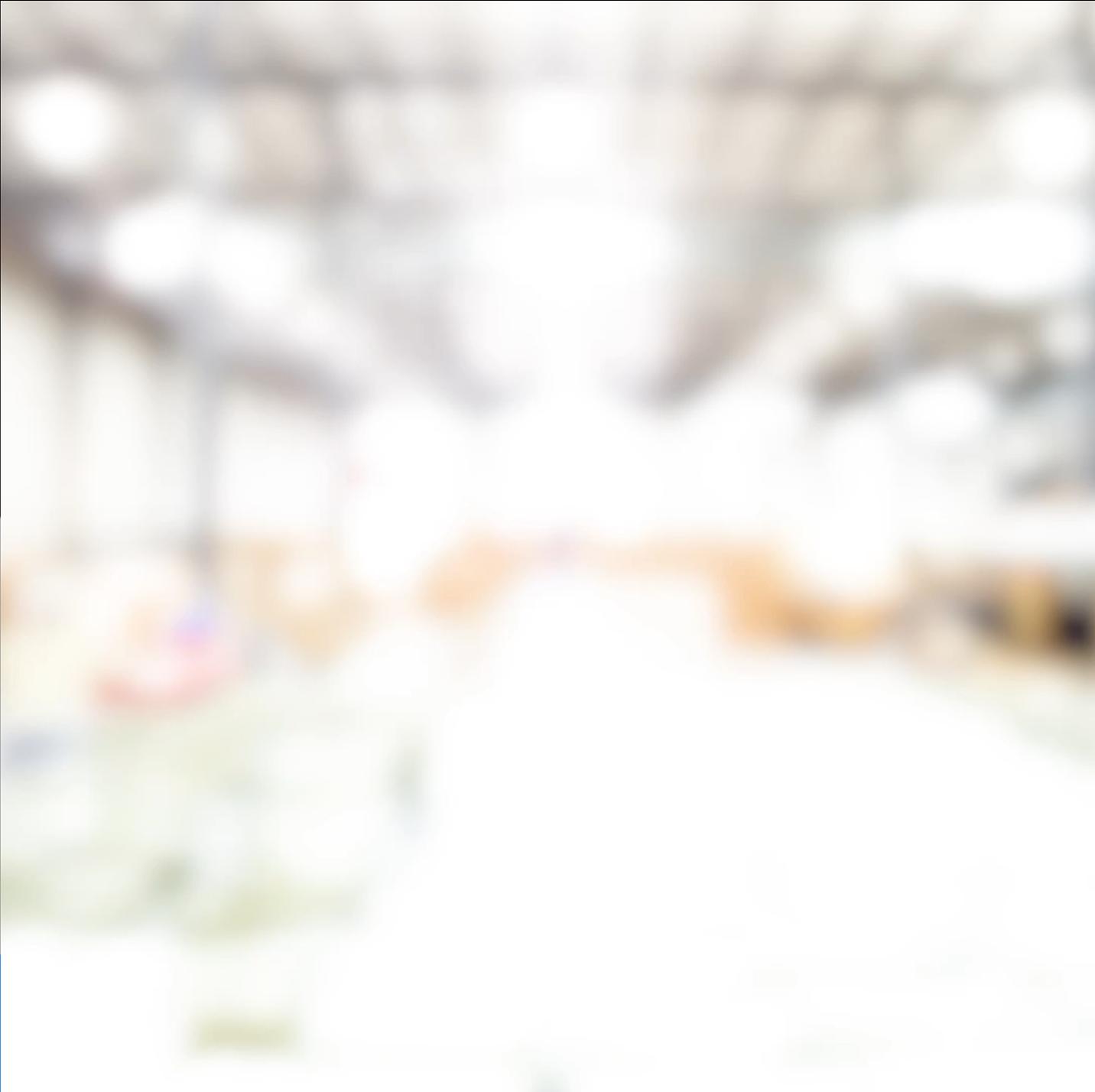


**RFID**  
JOURNAL  
LIVE!

# Realizing the Vision

Randy Dunn

May 10, 2023





**RFID**  
JOURNAL  
**LIVE!**

2003

The early years

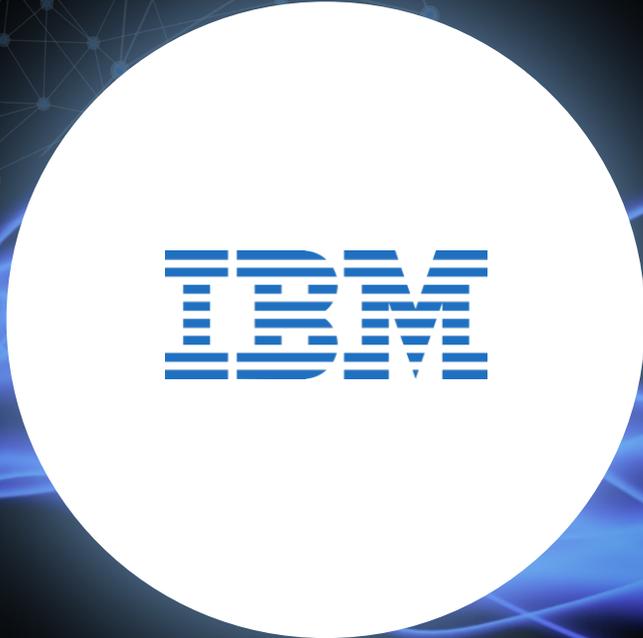
# Where it all started...



Some big names were thinking about RFID...



accenture

The Accenture logo is displayed within a white circular frame. It features the word "accenture" in a bold, black, lowercase sans-serif font. A small purple chevron symbol is positioned above the letter 'u'.

IBM

The IBM logo is displayed within a white circular frame. It consists of the letters "IBM" in a bold, blue, uppercase sans-serif font, with horizontal lines through each letter.

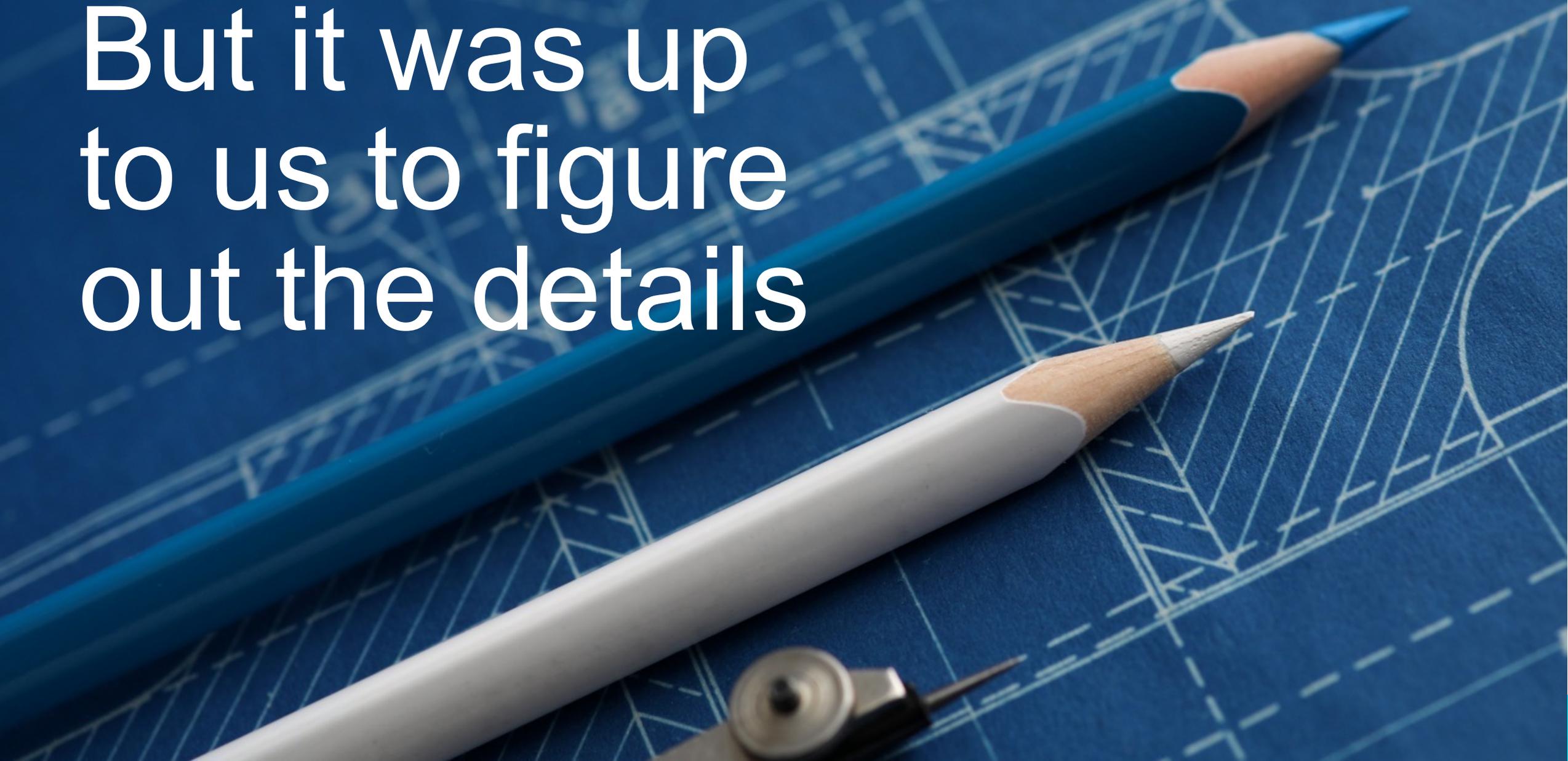
MIT

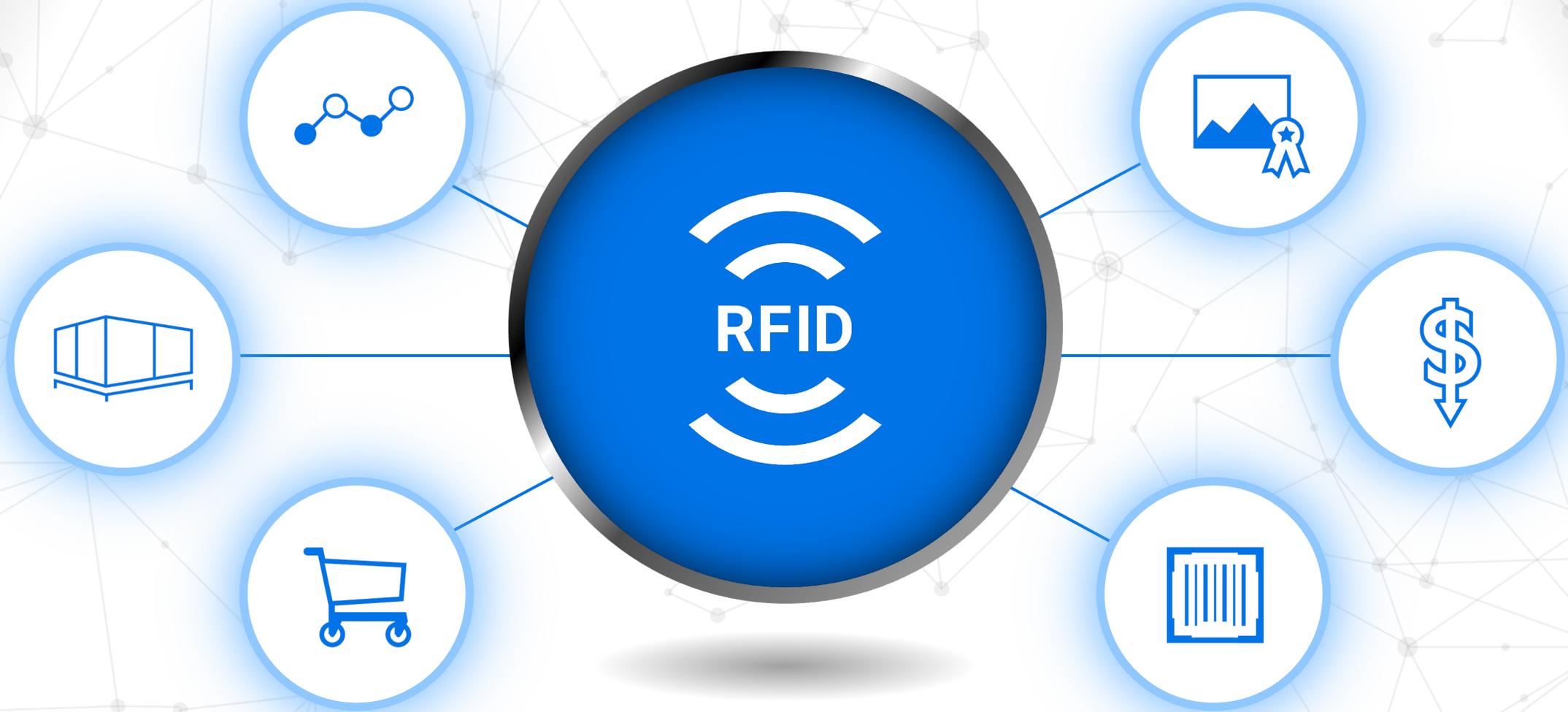
The MIT logo is displayed within a white circular frame. It features the letters "MIT" in a bold, red, uppercase sans-serif font, with a grey vertical bar between the 'I' and 'T'.

And the big boxes led the way



But it was up  
to us to figure  
out the details





# Omnichannel drove the growth of RFID

RFID was built  
on a strong  
foundation





Now, we're coming  
**full circle**

# New ideas for the new retail

**98%** inventory accuracy

**90%** of products located easily



# Committed to RFID since the start



**C&A**



# Shrink is the next frontier

## INSIDER

Target said it's lost \$400 million this year due to 'inventory shrink'— and organized retail crime is mostly to blame

## Forbes

Retail store crime is much higher than reported

Walmart CEO warns company will close stores if theft doesn't slow down



Why Retailers Are Spending Billions On Anti-Theft Technology

FORBES > LEADERSHIP > FORBESWOMEN

Shoplifting Has Become A \$100 Billion Problem For Retailers

HONORING

# Mark Roberti

Realizing the vision,  
**recognizing the visionary**





# Thank you

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