RFiD JOURNAL LIVE!

2024 EVENT GUIDE

LAS VEGAS · MGM GRAND · APRIL 9-11, 2024

WHERE RFID & IoT MEET INTELLIGENCE

TABLE OF CONTENTS

MGM Grand Convention Center

**3799 Las Vegas Blvd, South
Las Vegas, NV 89109**

Premiere Ballroom on the 3rd Floor.

REGISTRATION HOURS

Mon, 4/8 | 1:00 PM - 5:00 PM

Tues, 4/9 | 7:00 AM - 7:00 PM

Wed, 4/10 | 8:00 AM - 5:00 PM

Thurs, 4/11 | 8:00 AM - 2:30 PM

EXPO HALL HOURS

Tues, 4/9 | 3:30 PM - 8:00 PM
   • Keynotes | 4:30 PM
   • Opening Reception | 6:30 PM

Wed, 4/10 | 10:00 AM - 5:30 PM

Thurs, 4/11 | 10:00 AM - 3:00 PM

CONFERENCE HOURS

Tues, 4/9 | 9:45 AM - 3:30 PM

Wed, 4/10 | 7:30 AM - 12:45 PM

Thurs, 4/11 | 8:45 AM - 11:05 AM

PLEASE NOTE:

RFID Training takes place Tuesday, April 9th, 7:30 AM - 4:00 PM. Concurrent tracks, general sessions, keynotes, and awards take place April 9 - 11 and are detailed in the full agenda.

WELCOME TO RFID JOURNAL LIVE! 2024

Dear Colleague,

Welcome to RFID Journal LIVE! 2024, where innovation, technology, and expertise converge to shape the future of RFID (Radio-Frequency Identification) technology. As the newly appointed editor of RFID Journal, I am thrilled to extend a warm welcome to all attendees, exhibitors, and participants.

RFID Journal LIVE! 2024 promises to be an unparalleled event, offering a platform for industry leaders, professionals, and enthusiasts to come together, share insights, and explore the latest advancements in RFID technology. This year, we are excited to delve into key themes that are driving the evolution of RFID and its integration with other cutting-edge technologies.

Throughout the program guide, you will find a comprehensive overview of the agenda, including keynote presentations, panel discussions, immersive stage, workshops, and networking opportunities. Our conference tracks will explore the following key themes:

Intersection of AI and ML with RFID: Explore how artificial intelligence (AI) and machine learning (ML) are intersecting with RFID technology to enhance data analytics, optimize processes, and drive innovation in various industries.

Digital Product Passport: Discover the role of digital product passports in enabling traceability, authenticity verification, and transparency across the product lifecycle, from manufacturing to end-of-life disposal.

IIoT and Smart Factory: Dive into the realm of Industrial Internet of Things (IIoT) and smart factory initiatives, and learn how RFID technology is empowering digital transformation, improving operational efficiency, and enabling predictive maintenance in manufacturing environments.

Sustainability: Delve into the role of RFID in promoting sustainability initiatives, including reducing carbon footprint, minimizing waste, and enhancing resource efficiency across supply chains and industries.

Supply Chain Digitization: Explore how RFID is driving digital transformation in supply chains, streamlining logistics operations, improving inventory management, and enhancing visibility and transparency throughout the supply chain network.

Use of Digital Twins: Discover how digital twins, virtual replicas of physical assets or processes, are revolutionizing industries with their ability to optimize performance, facilitate predictive maintenance, and enable real-time monitoring and analysis.

I invite you to immerse yourself in the wealth of knowledge, connect with industry pioneers, and uncover the endless possibilities that RFID technology, in conjunction with these key themes, has to offer. Together, let's embark on a journey of discovery, collaboration, and innovation at RFID Journal LIVE! 2024.

Thank you for joining us, and here's to a memorable an enriching experience ahead!

Best Regards,
James Hickey
Senior Editorial Director of Events | RFID Journal

RFID JOURNAL is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things (IoT) technologies and their many business applications. Business executives and implementers depend on RFID Journal's website for up-to-the minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision makers worldwide, online and at face-to-face events.

Explore the latest innovations and solutions from AIM members shaping the future of RFID
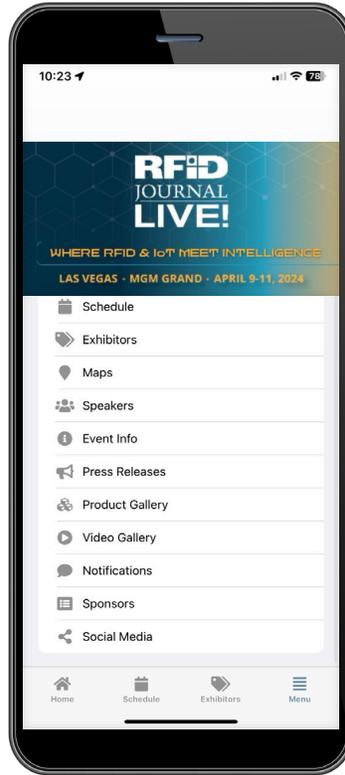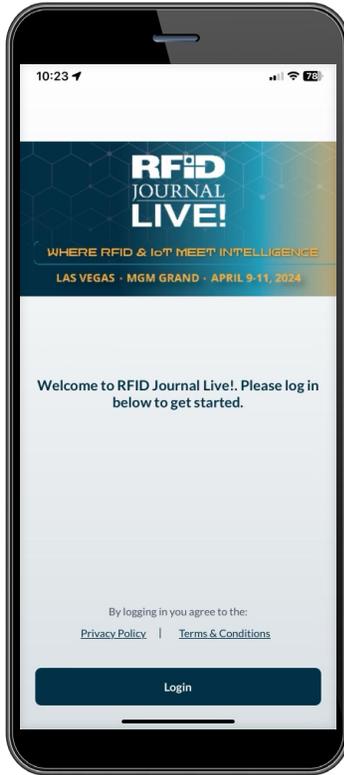
DOWNLOAD THE APP!

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Download the **Emerald Experiences app** in the app store or Google Play, and choose **RFID Journal LIVE! as your event.**

SCAN ME SEE THE MOST
UP-TO-DATE SCHEDULE

CONFERENCE DETAILS

CONFERENCE TRACKS

RFID AND IoT IN WAREHOUSE AND INVENTORY MANAGEMENT
Tuesday, April 9

Unleash the power of RFID and IoT technologies to streamline warehouse operations and gain real-time visibility into inventory management, optimizing efficiency and reducing costs.

INNOVATION IN SMART RETAIL
Tuesday, April 9

Elevate the retail experience with cutting-edge innovations, from personalized shopping journeys and seamless checkout experiences to real-time inventory intelligence, shaping the future of smart retail.

TRACEABILITY AND SUSTAINABILITY
Tuesday, April 9

Learn how RFID is becoming a cornerstone in the pursuit of sustainability. Explore eco-friendly practices, circular economy models, and how RFID contributes to reducing environmental impact..

REAL-TIME INTELLIGENCE: VISIBILITY INTO EVERYTHING
Tuesday, April 9

Dive into the era of instantaneous insights as this track explores how real-time intelligence, facilitated by RFID technologies, transforms decision-making processes across diverse sectors, providing a comprehensive understanding of every facet of operations

MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE
Wednesday, April 10

Delve into the synergy of Artificial Intelligence and Machine Learning with RFID. Uncover how these technologies converge to redefine data analytics, predictive insights, and operational intelligence. drugs, manage inventory of implantables and consumables and much more.

INTEGRATED AUTOMATION
Wednesday, April 10

Explore the seamless integration of automation technologies across industries, unlocking unprecedented efficiency, reducing human error, and enhancing overall operational performance.

SUPPLY CHAIN DIGITALIZATION
Wednesday, April 10

Navigate the future of supply chain management. From end-to-end visibility to real-time data analytics, discover how RFID is driving the digital transformation of global supply chains
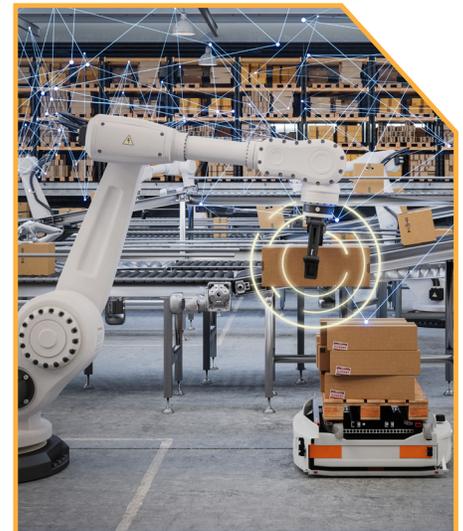

TRAINING PROGRAM

RFID Institute Certified Associate Training
Tuesday, April 9

PRESENTED IN PARTNERSHIP WITH

RFID4u®

This RFID certification training program is not included with your conference pass. It requires a separate pass. Register at www.rfidjournallive.com/conference/rfid-training/

CONFERENCE DETAILS

KEYNOTES

CONFERENCE TRACKS

INNOVATION
Wednesday, April 10

Explore how delivering enjoyable, interesting, and useful consumer experiences is an effective tool savvy brands can use to engage customers. From a university's introduction of an RFID-enabled robot prototype revolutionizing farming by reducing labor costs and enabling precision agriculture to a workforce solutions technology company pioneering augmented reality (AR) and virtual reality (VR) for remote inspections, these innovations harness the power of RFID and IoT sensors to create significant business value.

IIoT AND MANUFACTURING
Thursday, April 11

Journey into the heart of Industry 4.0. Explore the integration of the Industrial Internet of Things (IIoT) with RFID for smart factories, predictive maintenance, and operational excellence.

LOGISTICS AND FULFILLMENT
Thursday, April 11

Navigate the evolving landscape of logistics and fulfillment through RFID and IoT solutions, gaining insights into real-time tracking, supply chain visibility, and automated fulfillment processes, revolutionizing the efficiency and responsiveness of logistics operations.

Healthcare and Food Compliance
Thursday, April 11

GS1 US has developed guidelines to assist U.S. healthcare and foodservice industries in using radio frequency identification (RFID) to improve supply chain visibility, efficiency and consumer safety. Learn how automation enabled by RFID not only offers inventory visibility, but also supports critical supply chain processes including withdrawals, product safety holds, return logistics, and more.

Disruptive Technologies: The Future is Now
Tuesday, April 9

From Artificial Intelligence (AI) to IoT to Machine Learning (ML), advancements, convergences, and new use cases give rise to IT innovation across industries. No longer just the realm of the early adopters, more and more companies are transforming their business with technologies that were unheard of a few years ago. During this panel discussion, hear from industry experts on how companies can manage the transition to a new paradigm in a meaningful and doable way.

RFID Journal 2024 Awards Finalist Session: Smart Package, Smart Facility: UPS Deploying Game Changing Initiative
Tuesday, April 9

UPS is continuing their groundbreaking smart package smart facility (SPSF) initiative, deploying one of the biggest RFID initiatives in corporate America. They have implemented their SPSF Next Generation Technology in their preload buildings in the U.S and in Canada. Hear how the ongoing project is creating package location precision, improving productivity, and elevating the customer experience, while reducing their carbon footprint.

EVENT HIGHLIGHTS

Thursday, April 11 - 1 pm Immersive Stage in t he Expo Hall

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of radio frequency identification (RFID) or Internet of Things (IoT) technologies, or the introduction of a valuable new RFID/IoT product or service.

Each year, RFID Journal selects an independent panel of judges to evaluate entries and choose the winners. The goal of these awards is to recognize the leaders in RFID and to foster adoption of these technologies by highlighting the best deployments and product offerings. Awards will be given out in eight categories.

CONFERENCE DETAILS

IMMERSIVE STAGE SCHEDULE

IN THE EXPO HALL

TUESDAY, APRIL 9

CONFERENCE KEYNOTES (open to all pass holders)
4:30PM - 4:45 PM | Welcome and Opening Remarks
4:45PM - 5:30 PM | Opening Keynote | Disruptive Technologies: The Future is Now
5:30PM - 6:30 PM | RFID Journal 2024 Awards Finalist Session: Smart Package, Smart Facility: UPS Deploying Game Changing Initiative

WEDNESDAY, APRIL 10

IMMERSIVE PRESENTATIONS
1:00 PM - 1:30 PM | MIT Takes The Stage
2:00 PM - 2:30 PM | University of Memphis Takes The Stage
3:00 PM - 3:30 PM | Empowering Sustainability for Next-Gen RFID Tag Manufacturing Process

BEST NEW PRODUCT FINALIST
2:45 PM - 3:00 PM | Best New Product Finalist: ST Microelectronics ST25TA-E NFC Crypto Tag
3:45 PM - 4:00 PM | Best New Product Finalist: Zebra FXR90 Ultra-Rugged Fixed Readers
4:45 PM - 5:00 PM | Best New Product Finalist: Powercast Extended-Temperature RAIN RFID Reader Module

THURSDAY, APRIL 11

BEST NEW PRODUCT FINALIST
10:00 AM - 10:15 AM | Best New Product Finalist: AsReader/Teijin Frontier's Wearable-Type UHF band RFID reader
10:45 AM - 11:00 AM | Best New Product Finalist: Identiv's ID-Pixels Battery Assisted Tag (Powered by Wiliot)

RFID JOURNAL AWARDS PRESENTATION
1:00 PM - 1:45 PM

SILICON CRAFT
TECHNOLOGY PLC

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NFC FOR AUTHENTICATION

INDUSTRIAL IoT

IMMOBILIZER

ANIMAL ID

ASIC DESIGN

LEADING RFID ICs
& CUSTOMIZED ASIC
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CONFERENCE AGENDA

TUESDAY, APRIL 9 EXPO HALL HOURS | 3:30 PM – 8:00 PM (Opening Reception)

TRAINING
7:30 AM - 4:00 PM | RFID Course and RFID Professional Institute Certification Exam Review | Room: 363
*Separate registration required for entry

CONFERENCE TRACKS

	RFID AND IoT IN WAREHOUSE AND INVENTORY MANAGEMENT – Room 360	INNOVATION IN SMART RETAIL – Room 355
9:45 AM - 10:30 AM	RFID/IoT in Warehouse & Inventory Management Basics	RFID and Sunrise 2027
10:45 AM - 11:30 AM	Linking RFID to Inventory-Management Best Practices	Lojas Renner Increases Customer Satisfaction with RFID
11:40 AM - 12:15 PM	Targeting the Correct RFID Technology for the Right Project	Riverside Greetings Uses AI, RFID to Improve Inventory Tracking and Sales
1:00 PM - 1:40 PM	Key Steps in Building an Inventory-Management RFID Solution: Build Your Own RFID Portal	Falabella Uses RFID to Support Omnichannel Strategy
1:50 PM - 2:30 PM	Designing Your RFID Solution	Combatting Counterfeits: A Dive into Anti-Counterfeiting Technologies and Solutions
2:45 PM - 3:30 PM	Building Your RFID Business Case	The Need for Accuracy at Speed: Revolutionizing Retail with Near 100% Accurate Real-Time Location Tracking

	TRACEABILITY AND SUSTAINABILITY – Room 362	REAL-TIME INTELLIGENCE: VISIBILITY INTO EVERYTHING – Room 357
9:45 AM - 10:30 AM	Innovating Sustainability from Design to Disposal with Automated Technologies	Beyond Apparel: Lessons From Expanding RFID Deployment to Non-Apparel Categories
10:45 AM - 11:30 AM	Redefining the Circular Economy: NFC and Digital Product Passport	RFID Journal 2024 Awards Finalist Session: Cash is King: Improving Visibility of Financial Assets with IoT and RFID
11:40 AM - 12:15 PM	Enabling Sustainability: RAIN RFID	Improving Distribution Center Operations with RFID
1:00 PM - 1:40 PM	Measuring Sustainability with RFID, One Tree at a Time	Visually Aware Intelligence: Unlocking Real-Time Data with RFID
1:50 PM - 2:30 PM	Reduce, Reuse, Recycle: Valgroup Champions Circularity and Sustainability Throughout Latin America	Dinosaur Dig to Display: Transforming Asset Management in the Field
2:45 PM - 3:30 PM	Breakthroughs in Smart Packaging: Revolutionizing the Link Between Manufacturers and Consumers	RFID and Semiconductor Manufacturing

IMMERSIVE STAGE IN THE EXPO HALL - TUESDAY, APRIL 9

CONFERENCE KEYNOTES (open to all pass holders)
4:30 PM - 4:45 PM | Welcome and Opening Remarks
4:45 PM - 5:30 PM | Opening Keynote | Disruptive Technologies: The Future is Now
5:30 PM - 6:30 PM | Featured Keynote | RFID Journal 2024 Awards Finalist Session: Smart Package, Smart Facility: UPS Deploying Game Changing Initiative

CONFERENCE AGENDA

WEDNESDAY, APRIL 10 EXPO HALL HOURS | 10:00 AM – 5:30 PM

SOURCE TAGGING BREAKFAST
7:30 AM - 10:30 AM | Solution Providers Only | Room 352

ASK THE EXPERTS
10:00 AM - 5:30 PM | EXPO HALL

INDUSTRY ROUNDTABLE LUNCHEON
1:00 PM - 2:30 PM | Invitation Only | Room 352

CONFERENCE TRACKS

	MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE – Room 357	INTEGRATED AUTOMATION - Room 355
8:45 AM - 9:25 AM	RFID Talks: Conversations With Industry Expert, Kimberly Brayley	Protecting Luxury Goods With Crypto Tag and Blockchain (Solution Providers Only)
9:35 AM - 10:15 AM	The Digital Transformation in Healthcare Using NFC Sensor Interface Chip	RFID Journal Awards Finalist Session: Loma Linda University Health Improves Patient Safety With RFID
10:25 AM - 11:05 AM	Siemens Healthineers Automates Visibility with Artificial Intelligence and Machine Learning	Metro Rio Tracks Tool Use, Maintenance with RFID
11:15 AM - 11:55 AM	Artificial Intelligence and Machine Learning: Putting the "Smart" in RFID and Sensor Applications	Revolutionizing Food Waste Management: AIDC Technologies for a Sustainable Future
12:05 PM - 12:45 PM	Testing and Quality Control	Automating Left and Right of Boom Incident Response

	SUPPLY CHAIN DIGITALIZATION – Room 362	INNOVATION – Room 360
8:45 AM - 9:25 AM	Selecting the Right RTLS: Boosting Efficiency with IoT-Based Systems	Revolutionizing Semiconductor Technology – A Flexible Approach to Item Level Intelligence
9:35 AM - 10:15 AM	How to Choose RFID Inlay Technology for Sustainable Supply Chain	Think Holistically About Data Capture
10:25 AM - 11:05 AM	RFID Journal 2024 Awards Finalist Session: Hospital Israelita Albert Einstein Leverages RFID Investment to Improve Supply Chain	Our First Ever @askmeanything with Cameron Worth, Founder of SharpEnd / io.tt
11:15 AM - 11:55 AM	AR Meets RFID: MIT Team Builds RFID-Reading AR Headsets to Improve Visibility and Tracking	RFID Journal 2024 Awards Finalist Session: All You Need is Love...and NFC...and Blockchain
12:05 PM - 12:45 PM	Unveiling the Potential: Environmental Sensors in the Modern Supply Chain	Unleashing RFID to Create Innovation

IMMERSIVE STAGE IN THE EXPO HALL - WEDNESDAY, APRIL 10

IMMERSIVE PRESENTATIONS
1:00 PM - 1:30 PM | MIT Takes The Stage
2:00 PM - 2:30 PM | University of Memphis Takes The Stage
3:00 PM - 3:30 PM | Empowering Sustainability for Next-Gen RFID Tag Manufacturing Process

BEST NEW PRODUCT FINALIST
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3:45 PM - 4:00 PM - Zebra FXR90 Ultra-Rugged Fixed Reader
4:45 PM - 5:00 PM - Powercast Extended-Temperature RAIN RFID Reader Module

CONFERENCE AGENDA

THURSDAY, APRIL 11 EXPO HALL HOURS | 10:00 AM – 3:00 PM

CONFERENCE TRACKS

	IIoT (INDUSTRIAL INTERNET OF THINGS) AND MANUFACTURING – Room 355	LOGISTICS AND FULFILLMENT – Room 357	HEALTHCARE AND FOOD COMPLIANCE – Room 362
8:45 AM - 9:25 AM	Integrating IoT with PLCs	RFID Journal 2024 Awards Finalist Session: RFID Provides Real-Time Visibility into Manufacturing for Yamaha 3G Boats	Unlocking Traceability in Food and Pharma – Turning Opportunities into ACTION to Meet Regulatory Compliance **(Note: Session will run to 11:00 AM)**
9:35 AM - 10:15 AM	Driving Value in Manufacturing, IIoT, and Smart Factory: RAIN RFID Innovative Use Cases	Enea Operator Uses Self-Service Warehouse System to Increase Efficiencies	
10:25 AM - 11:05 AM	RFID Journal Awards Finalist Session: Northrop Grumman and Factory Sense Team Up to Drive Efficiency and Improve Visibility	RFID Journal 2024 Awards Finalist Session: Goodwill Revolutionizes Retail Store Operations With RFID	

IMMERSIVE STAGE IN THE EXPO HALL - THURSDAY, APRIL 11
BEST NEW PRODUCT FINALIST
10:00 AM - 10:15 AM | AsReader/Teijin Frontier's Wearable-Type UHF band RFID reader powered by AsReader RecoHand
10:45 AM - 11:00 AM | Best New Product Finalist: Identiv's ID-Pixels Battery Assisted Tag (Powered by Wiliot)

JOIN US FOR THE RFID JOURNAL AWARDS PRESENTATION
IMMERSIVE STAGE IN THE EXPO HALL
1:00 PM - 1:45 PM

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EXHIBITOR LIST

Exhibiting As	Booth Number
Acceliot	103
Anantics	219
Asreader, Inc.	403
Atid	418
Avery Dennison	211
Bartender® By Seagull Scientific	314
Bbt Antennas Inc.	228
Bedford Industries, Inc.	429
Beijing Keyu Jinpeng Automation Equipment Co., Ltd.	305
Beontag	301
Biomark / Merck Animal Health	315
Bluestar, Inc.	310
Boingtech	201
Bowei Rfid Technology Co., Ltd.	222
Brady Corporation	110
Bristol Id Technologies	230
Bw Papersystems	129
Caen Rfid	217
Cenos Rf Simulation Software	111
Chainway Information Technology Co., Ltd.	523
Checkpoint Systems	109
Cisc Semiconductor Corp.	218
Convergence Systems Limited	322
Datascan	317
Dreamztech Us Inc.	527
Eam Inc.	131
Em Microelectronic	308
Feig Electronics, Inc.	316
Focused Smartech Co., Ltd.	324
Fraunhofer Institute For Microelectronic Circuits And Systems (Ims)	518

Exhibiting As	Booth Number
Gic Online	331
Giga-Tms, Inc.	214
Hana Rfid	633
Hangzhou Ontime I.t. Co., Ltd.	225
Hid	200
Identiv	409
Idro Co., Ltd.	431
Inplay Inc.	528
Itec B.v.	125
Jietong Technology Co., Ltd.	311
Kirk-Rudy	323
Link Labs	121
Melzer Rfid	701
Microcom Corporation	330
Minew	329
Moko Smart	628
Mti Wireless Edge	515
Muhlbauer, Inc.	116
Mwt Materials, Inc.	530
Nexite Ltd	430
Opp Iot Technologies Co., Ltd.	404
Paragon Id	420
Phychips, Inc.	421
Point Mobile Co. Ltd.	524
Postek Us Inc.	415
Powercast Corporation	529
Pragmatic Semiconductor	224
Quanray Electronics	210
Readfind Iot	119
Res	400
Resource Label Group	514
Rfid, Inc.	410
Rzx Technology Co., Ltd.	522

Exhibiting As	Booth Number
Seuic Technologies Co., Ltd.	416
Shanghai Xinfan Industrial Corporation	223
Shenzhen Yuanmingjie Technology Co., Ltd.	414
Shining FortuneContainer Seal	220
Sick, Inc.	423
Silicon Craft Technology Plc	229
Silion Technology Corp., Ltd.	205
Simbe	321
Sls Rfid	626
Smag Graphique (Sramag Sas)	123
Smooth & Sharp Corporation	830
Spotag Electronics Co., Ltd.	313
Stargent	419
Stmicroelectronics	511
Tageos	503
Tamarack Products, Inc.	300
Tapwow	202
Tera Digital	231
Times-7	304
Tsc Printronix Auto Id	318
Tydenbrooks	212
Ubique. Tech. Co., Ltd.	520
Unitech America, Inc.	115
Vanch Intelligent Technology Co., Ltd.	428
Vanguard Id Systems	108
Voyantic, Ltd.	328
Wuxi Grandtag Electronics Co., Ltd.	614
Xindeco Iot	422
Xminnov	208
Youngtek Electronics Corp.	113
Zebra Technologies	209
Zinergy	215

Pragmatic

Flexible Integrated Circuits: **FlexICs**
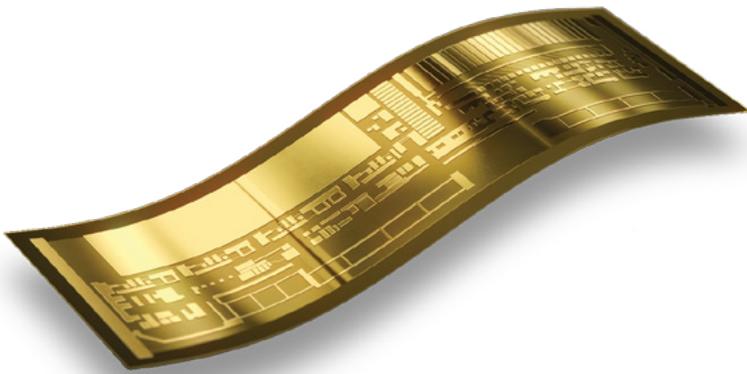
- Ultra-thin and flexible
- Rapid production
- Sustainable
- Low-cost

Find out more

Revolutionizing Semiconductor Technology
A Flexible Approach to Item Level Intelligence

David Moore, CEO
Room 360 - Innovation Track
Wednesday 10th April 8:45 - 9:25 am

THANK YOU SPONSORS

AIM is the global industry alliance for stakeholders of RFID, barcoding, smart devices, and other automatic identification and data capture (AIDC) technologies and supporting Blockchain, IoT, and RTLS applications. We represent all industries and organizations that use, implement, resell, or develop technology. We are essential to enabling adoption, growth, and interoperability to those who depend on accurate, available, and identifiable data.

Grandtag Group is a Digital Innovation High Tech Company founded in August 2010. Focusing on electronic chip label, a fundamental pillar of the Internet of Things (IoT), Grandtag group is committed to the R&D of its core process, and the development of its products, application and market world wide.

Pragmatic is revolutionizing semiconductor fabrication with ultra-low-cost, flexible integrated circuit technology that makes it quick and easy to embed intelligence almost anywhere. With rapid cycle times that substantially accelerate time to market, its foundry provides high-volume fabrication at a fraction of the cost of silicon, and with significantly lower environmental impact.

Silicon Craft Technology PLC (SIC), the Thai semiconductor design company, is internationally recognized as a leading provider of world-class RFID microchips. With more than 20 years of experience and expertise, we offer custom ASIC and standard design microchips for RFID and NFC in animal ID, immobilizer, industrial IoT and advanced NFC.
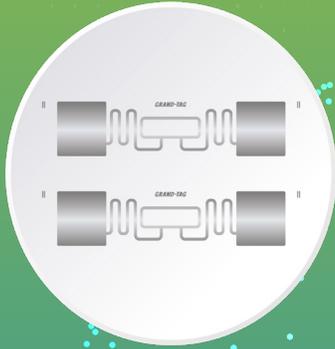
Tageos is a global market leader in the design and manufacturing of RFID inlays and tags. The company provides a comprehensive portfolio of high-quality, innovative RAIN RFID (UHF), NFC and HF products, enabling end customers such as retailers, brand owners and industrial manufacturers to identify, authenticate, track and trace, and complement their product offerings in a wide range of applications and markets. Tageos is ISO 9001:2015 and ISO 14001:2015 certified and has ARC Quality Certification from Auburn University's RFID Lab for the design and manufacturing of its RFID inlays and tags. Tageos is headquartered in Montpellier, France, with further manufacturing sites, offices, sales, R&D and operations in China, Germany, Hong Kong, and USA.

Zebra Technologies' RFID readers and devices empower businesses to sense what's happening, analyze or anticipate the implications, and make best next action decisions in real time. Zebra offers the industry's broadest, field-proven RFID portfolio of fixed and mobile readers, printers/encoders and tags providing businesses with unmatched accuracy and interoperability enabling them to deploy a high-performance solution that anticipates real-world challenges and elevates the performance of every system, device, tag and worker. Our full portfolio of best-in-class hardware options for capturing location data, satisfies a large variety of requirements for range, accuracy and precision. Combined with the power of Zebra RFID software platform, Zebra delivers the location expertise you need to maximize the benefits of real-time tracking in your organization.

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FLOOR PLAN MAP

Check out the map on the Emerald Experiences app in the app store or Google Play, and choose **RFID Journal LIVE!** as your event.

PREMIER BALLROOM

Exhibitor Svc

Food Court & Seating

Seating

MGM

Edlen

Hana RFID 633

731 830

EAM Inc. 131	230	Tera Digital 231	330	GIC Online 331	Nesite LTD 430	JDRO Co., Ltd. 431	530	529	MOKO SMART 628

EAM Inc. 131 | 230
Tera Digital 231 | 330
GIC Online 331 | Nesite LTD 430
JDRO Co., Ltd. 431 | 530
529 | MOKO SMART 628
129 | 228 | 229 | 328 | 329 Minew | 428 | 429 | 528 InPlay Inc. | 527 | 626 SLS RFID

ITEC B.V. 125 | 224
225 | 324
323 | Xindeco IoT 422
SICK, Inc. 524
Chainway Information Technology Co., Ltd. 523
123 | 222 | 223 | 322 | 321 Simbe | 420 Parapon ID | 423 | 522
Link Labs 121 | 220 | AIM Pavilion | ATID 418 | 421 | 520
RoadFied IoT 119 | 218 | Anantics 219 | 318 | 317 | 416 | 419 Stargent | 518 Resource Label Group | 515 | 614
116 | CAEN RFID 217 | 316 | POSTEK US INC | MTI Wireless Edge
UNITECH AMERICA, INC. 115 | 214 | 2Inergy 215 | 314 | 315 | 414 | 415 | 514
113 | 212 | Avery Dennison 211 | BlueBox Inc 310 | 313 | RFID, Inc. | Identiv 409 | 511
111 | 210 | 209 | 308 | 311 | 410 | STMicroelectronics
110 | 109 | 208 | 205 | Times-7 304 | 305 | 404 | TAGEOS
108 | | RangTech 201 | Tamarack Products, Inc. 300 | 301 Beontag | 400 RES | AsReader, Inc. 403 | 503
Accdot 103 | Tapeow 202 HID | | | | | | Emerald Expositions 603 | MELZER RFID 701 ask the expert
101 | 200 | | | | | | |

Immersive Stage

GRAND-TAG

Waybill

iDB-RT

Leading Position of
RFID Tag Manufacturing
Industry Chain

in Sustainable Tag Manufacturing Process

New antenna

ENVIRONMENT

ESG

SOCIAL

GOVERNANCE
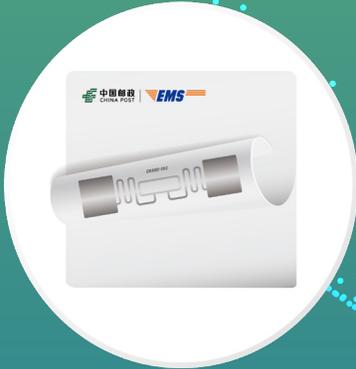
•••••••• About Us ••••••••

Founded in August 2010, Wuxi Grandtag Electronics Co., Ltd. has been committed to the development of sustainable, eco-friendly, and cost-efficient manufacturing processes for RFID tags, including its materials, equipments, process and application.With its operations extending across key global markets, Grandtag has supplied over 40 billion antennas along with a diverse range of chips, consumables, equipments, and other products, solidifying its status as a world leader in the antenna segment. In 2023, Grandtag reached a significant milestone by successfully launchingits RFID bonding equipment, the iDB-S. Looking forward, the Company is set to unveil the next wave of innovation in 2024-2025 with the introduction of high-speed rotary turret RFID bonder. This breakthrough marks the beginning of a new chapter in the production of green, eco-friendly, and cost-effective RFID tags, reaffirming Grandtag's dedication to ESG (Environmental, Social, and Governance) principles.

GRANDTAG GREENTAGWISE

We're excited to see you at RFID Journal Live!

Visit us in Booth #209

Check out the following sessions:

- Innovating Sustainability from Design to Disposal with Automated Technologies

- Think Holistically About Data Capture

- Unveiling the Potential: Environmental Sensors in the Modern Supply Chain

- Best New Product Finalist: Zebra FXR90 Ultra-Rugged Fixed Readers

- RFID journal 2024 Awards Finalist Session: RFID Provides Real-Time Visibility into Manufacturing for Yamaha 3G Boats

- Driving Value in Manufacturing, IIoT and Smart Factory: RAIN RFID Innovative Use Cases

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