TEXAS INSTRUMENTS
RFID eNEWS

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Introduction

This is the fourth issue of RFID eNEWS. It is a complement to the popular 12-page RFID NEWS that's been published since 1991. eNEWS will be distributed via email on a frequent basis to keep you abreast of product and business highlights of Texas Instruments Radio Frequency Identification Systems.

I welcome your feedback to:
billallen@ti.com.

Rgds, Bill Allen, Editor

A Note from Dave Slinger

I would like to thank all TI-RFID customers for their business in what has undoubtedly been a challenging year in 2001.

Some companies in our industry didn't make it through the year, and I hope that 2002 sees an improvement in business conditions and a re-emergence of the growth that has historically been associated with the automatic data capture marketplace.

From a business perspective, 2002 holds great promise for our business and the industry in general. There continues to be groundbreaking work on new applications of RFID, and as the year unfolds, we expect to be able to celebrate our successes through our website and other media...so keep visiting us!

I would also like to wish our customers, TI-ers, and visitors to the website our best wishes for this New Year.

David Slinger
Vice President
TI-RFID Systems

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e-Store offers new Evaluation Kits

Texas Instruments Radio Frequency Identification (TI-RFID) Systems, continues to expand offerings available for purchase through its eStore (www.ti-rfid.com). Customers can now purchase two new low-cost products on the site: the High Frequency ISO 15693 (HF-I) Midrange Evaluation Kit and the Low Frequency (LF) Micro Evaluation Kit. These compact evaluation kits are designed to plug into a PC environment, are simple to use and install, and the user needs no technical knowledge in RFID.

The HF-I Midrange Evaluation Kit is the first product of its kind designed to be compatible with the worldwide ISO 15693 standard for 13.56MHz vicinity cards and smart label inlays. The HF-I Midrange Evaluation Kit includes:

- S6350 Midrange Reader
- Getting Started Guide
- Demo Software CD
- Assorted Tag-it HF and HF-ISO Transponders
- Serial Data Cable
- Power supply

The S6350 is ideally suited for applications, such as access control, airline baggage identification, document and item tracking, parcel identification, library tracking, product authentication, ticketing, or other applications that require low-cost, flexible labels or cards with a typical read range of up to 7 inches.

TI's Low Frequency Micro Evaluation Kit is a development tool for customers to design and prove their RFID applications. Contents of the kit are based on 134.2KHz RFID technology and include:

- S2000 Micro Reader
- Getting Started Guide
- Demo Software CD
- LF Transponders (in various form factors)
- Serial Data Cable
- Power Supply

Low frequency RFID technology can be used in access control, logistics, supply chain tracking, loyalty cards and product authentication applications that require a read range of up to 8 inches.

ISO 15693 Tag-it Smart Label Offered

Continuing its goal of advancing radio frequency identification (RFID) standards and open systems, Texas Instruments Radio Frequency Identification (TI-RFID) Systems has announced the availability of its line of Tag-it™ HF-I Transponder Inlays. This new addition to its family of Tag-it smart label products complies with the International Standard ISO/IEC 15693. The International Standard ISO/IEC 15693 is a global reference standard for contact-less 13.56Mhz vicinity cards whose technology is also used in smart labels.

The new Tag-it HF-I Transponder Inlays provide a small, thin, flexible smart label solution with Read/Write capabilities. Featuring an increased memory of 2K bits, allowing more data to be stored on the tag, which can also be read more quickly through a

combination of the inventory and other commands into one function that retrieves the tag's ID number plus item-specific information. The new TI ISO inlays are available in three sizes:

Square (45 mm x 76 mm)
Rectangle-large (45 mm x 76 mm)
Rectangle-miniature (22.5 mm x 38 mm)

TI's Tag-it Inlays can be easily incorporated into smart labels, embedded into source tags or laminated into cards. Designed for industries that need to quickly and accurately identify, track and manage thousands or even millions of items, smart labels provide an easy-to-integrate, cost-effective, consumable RFID solution.

TI has also announced its ISO 15693 compatible family of 13.56Mhz smart label reader products, which include the TI S6500 and TI S6550 Long-Range Reader systems, the TI S6350 Mid-Range Reader and the TI S6700 Multi-Protocol Transceiver IC.

TI-RFID shines at Frontline Solutions

TI-RFID, together with m-commerce partners 2Scoot, FreedomPay and Marconi Commerce Systems, demonstrated its latest retail automation initiatives at Frontline Solutions, held November 13 - 16 in Chicago, Illinois - the national conference focused on technology advancements in manufacturing, warehousing, logistics and field service.

The booth also debuted an RFID-based item-level inventory tracking system, which is being tested by a major clothing retailer for locating items throughout the supply chain – from manufacturing to point-of-sale. In addition, TI-RFID company announced a family of 13.56 MHz Tag-it smart label tags and readers that comply with the ISO/IEC 15693 global standard and the availability of low-cost low frequency and high frequency RFID evaluation kits through the company's online eStore (www.ti.rfid.com).

"This year we've made exciting advances in our retail applications with both our item-level tracking and m-commerce solutions," said Bill Allen, eMarketing Manager for TI-RFID. "We're seeing retailers in a variety of industries, from clothing to fast-food restaurants, using RFID technology to provide faster, more efficient customer experiences."

History Channel features TI-RFID

The History Channel featured TI as a pioneer in RFID as part of its "Modern Marvels" series on American car culture and drive-thrus. In the one-hour segment, Dave Slinger, general manager of TI RFID Systems, talked about how RFID speeds throughput, eliminates the "cash bottleneck" at the drive-thru and helps companies serve customers better. He also discussed other innovative TI applications including toll tags and ExxonMobil's Speedpass.

From its inception more than 10 years ago, Texas Instruments RFID technology has been an integral part of car culture – from the first automotive anti-theft system now a standard on nearly every new car sold worldwide – to new passive entry technology and wireless mobile commerce applications at the gas pump and fast food counter that increase sales while improving customer service.

PHILPASS key tags released

Motorists filling their gas tanks no longer need to fill their pockets with cash or credit

cards at select Phillips 66 Company stations. At the pump, customers using PHILPASS can make gas purchases by holding the key tag in front of the Phillips 66 shield on the gasoline dispenser. When the shield lights up, the secure transaction has been approved and is charged to a credit card of choice.

"PHILPASS gives our customers faster, more convenient service at our stations," said Ray Schremmer, PHILPASS project manager. "This technology is enabling Phillips to expand our payment options, while making our system easier to use for our customers." Phillips has worked with Texas Instruments Radio Frequency Identification (TI-RFID) Systems to develop this automated payment system. In addition, Marconi Commerce Systems, one of Phillips' fuel dispenser vendors, developed a counter-top RFID reader in stores. Like the pump-mounted reader, the in-store reader receives customer account information from the PHILPASS key tag and quickly and easily completes a purchase.

TI-RFID opens Brazilian website

TI-RFID is proud to announce an enhancement to our website. The TI-RFID Brazilian website is online, in Portuguese, with a focus on local applications.

"This is an important communication tool for our customers. It has technical information and basic RFID knowledge about TI-RFID. In the near future we intend to develop a Spanish version." says Jose Alvaro Casotti, TI South America sales manager.

Watch for multiple language website in 2002, as TI enhances it's presence as the global market leader in RFID.

Calendar of Events

Upcoming shows and conferences where TI-RFID will participate:

National Retail Federation
January 13-16, New York City, USA

Transponder Roadshow
January 23, Frankfurt, Germany

Marketechnics
February 3-5, San Diego, CA

Transponder Roadshow
February 14, Berlin, Germany

RSA Conference 2002
February 18-22, San Jose, CA

Euroshop Show 2002
February 23-27, Germany

Subscription Information

To unsubscribe, change an email address, or add a new subscriber, send an email to Mayako Takayama at mtakayama@ti.com

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