

FEIG ELECTRONICS Joins Global RAIN Alliance

Industry alliance to promote awareness, education of UHF RFID technology

ATLANTA, GA, USA, July 23, 2014 /EINPresswire.com/ -- Today [FEIG ELECTRONICS](#), a leading global supplier of radio frequency identification (RFID) readers and antennas, announced that the company has joined the [RAIN RFID Alliance](#). RAIN is an industry alliance to promote awareness, education and initiatives to accelerate [UHF RFID](#) growth and adoption in business and consumer applications worldwide.



A pioneer in RFID technology, FEIG is one of just a few global suppliers offering RFID readers and antennas for all three standard operating frequency ranges: LF, HF and UHF. Through its participation in the RAIN Alliance, FEIG will have the opportunity to use the RAIN RFID logo, helping prospective customers to more easily identify compatible products.

"RAIN will become the equivalent of the Wi-Fi Alliance or the Bluetooth Special Interest Group, devoted entirely to the UHF RFID arena," said Steve Halliday, president of RAIN. "Although we will have input into the standardization arena, we will mostly concentrate on interoperability of the various products and marketing of the technology."

"As a provider of unrivalled solutions for a variety of specialized applications, FEIG is a proud member of many trusted organizations related to RFID," said Frithjof Walk, president, FEIG ELECTRONICS, Inc. "With the RAIN Alliance, we see an opportunity to fulfill the need for an authoritative, international cooperation among leading innovators to further advance the Internet of Things ecosystem."

RAIN is affiliated with the Association for Automatic Identification and Mobility. The newly elected Board of Directors for RAIN includes representatives from industry leaders such as Google, Impinj, Intel and Smartrac.

About FEIG ELECTRONICS, Inc.

FEIG ELECTRONICS, headquartered in Duluth, Georgia, is internally developing and managing all products and services related to the OBID® - RFID business segment of FEIG ELECTRONIC GmbH to the North American Market. OBID RFID reader systems from FEIG were developed according

to international standards in close cooperation with leading manufacturers of transponder chips, supporting all major types of transponder tags.

FEIG has more than 40 years of industry experience and sold well over 1 million RFID readers that meet specifications with over 99.99 percent reliability. FEIG delivers both standard and customized solutions to system integrators and resellers in access control, automotive, healthcare, library, payment, supply chain management and more.

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