



RAIN RFID Alliance names ChainLink Research 'RAIN Research Advisor'

Partnership to Promote Research-based Understanding of RFID Technology, Markets, and Uses

PITTSBURGH, PA, USA, November 1, 2014 /EINPresswire.com/ -- [RAIN RFID](#) Alliance and ChainLink Research, a market analysis and advisory firm, announced today that ChainLink will be a Research Advisor for RAIN. In this capacity, ChainLink will support RAIN's mission to promote the adoption of RAIN (UHF) RFID by providing research, data and analysis services to RAIN's growing list of members, investors, and users of RAIN RFID.

ChainLink, a respected market research and advisory firm founded in 2002, announced the expansion of its RFID research service in July, citing accelerating growth and the foundational role of RFID as an important technology in the developing [Internet of Things](#), the term used to describe global communication between objects via the Internet. RFID tags provide identification data, the most fundamental type of information about "things," to other devices and their users. By the end of this decade, over 100 billion RAIN RFID tags will have been used in retail, healthcare, manufacturing and a variety of other markets.

"The collaboration with ChainLink, an independent and respected market research firm, is an important step for RAIN," said Steve Halliday, president of RAIN. "RFID is a powerful technology whose adoption depends on fact-based awareness and education. As our Research Advisor, ChainLink will help us advance this goal."

In this new role, ChainLink will support the RAIN membership with independent market data in the form of regular reports featuring market size, growth numbers and industry/application-specific intelligence. ChainLink will collaborate with RAIN on joint research studies on topics of interest to the RAIN membership, as well as custom research and advisory services to individual RAIN member companies to help them realize success in RFID business initiatives.

"RAIN is the preeminent organization for [UHF RFID](#) and we're thrilled to be their first Research Advisor," said Ann Grackin, Founder and CEO of ChainLink. "One of RAIN's key objectives is the education of consumers about RFID. We'll work with RAIN and its growing list of members to produce webinars, articles and other content to demystify RFID and grow the market."

About RAIN RFID Alliance

The RAIN RFID Alliance is hosted by AIM, Inc. a nonprofit organization. RAIN promotes

awareness, education, and initiatives to accelerate the adoption in business and consumer applications worldwide of passive UHF RFID standards developed by GS1 (EPC Gen2v2) and incorporated by ISO/IEC (18000-63). Information on RAIN is available on the RAIN website at www.RAINRFID.org or by email at info@RAINRFID.org.

About AIM

For over 40 years, AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end-users of bar code, RFID, RTLS and mobile computing solutions. AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world. Visit us online at www.aimglobal.org.

About ChainLink Research

ChainLink Research is the most widely respected supply chain, RFID, and enterprise research and advisory firm. ChainLink's team of supply chain leaders has created and transformed some of the world's most innovative and highly admired supply chains. Our research is designed to be forward-looking, thought provoking, and actionable. For more information: <http://www.chainlinkresearch.com/rfid>.

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