



# SMARTRAC at RFID Journal Live! 2015: Tags and Services to foster the Internet of Things

AMSTERDAM, THE NETHERLANDS, April 15, 2015 /EINPresswire.com/ -- Innovative RFID solutions are a crucial factor in building the Internet of Things. That's the key message from SMARTRAC at [RFID Journal Live! 2015](#) in San Diego, California, 15-17 April 2015. At booth no. 612, the RFID technology leader will present its latest RFID products, as well as innovative use cases and live demonstrations involving Cloud-based integration services.

At the trade show, SMARTRAC invites system integrators, converters and end-users to "Explore Intelligent RFID Solutions and Get Ready for the Internet of Things." One major innovation on show is the recently launched [Sensor Dogbone](#), the industry's first passive UHF moisture-sensing inlay. Besides its comprehensive RFID product portfolio, SMARTRAC will demonstrate state-of-the-art use cases implemented with partners across different industries. These use cases, among others, comprise easy on-site RFID tag printing, comprehensive asset tracking and the enhancement of inventory visibility.

[SMART COSMOS](#), SMARTRAC's groundbreaking Cloud-based platform will also play an important role at the show. SMART COSMOS is a universal tool box of IT integration services that provides tag IDs, an object data repository and a process flow engine to "connect" all kinds of items and assets to the digital world, and help extending the Internet of Things to simple physical objects which don't have inbuilt computing power and network connectivity.

At RFID Journal Live! 2015, SMARTRAC will announce an exclusive cooperation with Cartamundi NV (Belgium), the worldwide leader in the production and sales of playing cards, as well as the start of its VALUE PLUS Partner Program. Seeonic, a leading provider of inventory management solutions, is the initial VALUE PLUS Partner Program member and an RFID Journal Awards' Best Implementation 2015 Finalist Partner.

"We invite all visitors to join us in San Diego and explore how intelligent RFID solutions will reshape their businesses. SMARTRAC and its partners are very proud to present a wide range of innovative RFID use cases and solutions that will give the Internet of Things and the Industrial Internet a real boost," says Peter Walendy, Senior Vice President, Segment Industry at SMARTRAC.

Meet SMARTRAC @ RFID Journal Live! 2015, booth # 612,  
15-17 April 2015, Convention Center, San Diego, CA, USA.

## About RFID Journal Live! 2015

RFID Journal LIVE! is the world's largest and most important event focused on radio frequency identification and related technologies. Now in its 13th year, LIVE! features more than 200 exhibitors from around the world. The conference program, which features more than 100 sessions—including more than 50 new end-user case studies—is comprised of preconference seminars, the main conference (keynotes and tracks) and post-conference master classes and workshops.

## About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, SMARTRAC's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), follow us on [www.twitter.com/SMARTRAC\\_NV](https://twitter.com/SMARTRAC_NV) or click here to sign up for our quarterly newsletter.

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