

RAIN RFID Alliance Welcomes New Board Member

Recent election adds NXP, re-elects Intel and Smartrac, to join existing Google and Impinj members to the RAIN RFID Alliance Board of Directors



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-- The recent election for Board of Director positions has resulted in the election of Ralf Kodritsch from NXP. The [RAIN RFID Alliance](#) has five elected members on the Board of Directors, of which three were recently open. Enu Waktola (Smartrac) and Shahrokh Shahidzadeh (Intel) were re-elected onto the Board, along with Ralf. These members join Chris Diorio (Impinj) and Frank Honore (Google) on the Board for the next twelve months.

NXP recently joined the RAIN Alliance, supporting the need to promote and grow the passive [UHF RFID](#) technology market.

"We are really pleased to welcome Ralf to the Board," said Steve Halliday, President of the RAIN Alliance. "The chance to have a new point of view is welcome and NXP's prominent position in the marketplace will help ensure that we stay on the right track."

There were nine candidates for the three positions available showing the interest in helping to run the organization.

"I am pleased and honored to have been elected onto the Board for the [RAIN RFID](#) Alliance," said Ralf Kodritsch, Global Segment Manager of RFID Solutions at NXP. "NXP believes that the Alliance will further accelerate the adoption of RAIN RFID into a wide range of applications and will support their members with aligned promotional activities and material."

About the RAIN RFID Alliance

The RAIN RFID Alliance is an organization founded in April 2014 to promote awareness, increase education and support the universal adoption of UHF RFID technology. RAIN members use the EPC Gen2v2 UHF RFID specification, incorporated into the IS/IEC 18000-63 standard. For more information, visit www.RAINRFID.org.

The RAIN RFID Alliance is part of AIM Global. 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. For more information, visit www.aimglobal.org.

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