



Smartrac to Introduce the World's first NFC and RAIN RFID Dual-Frequency Inlay for Retail Applications

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NEW YORK, UNITED STATES, January 19, 2016 /EINPresswire.com/ -- During Retail's Big Show in New York, Smartrac has introduced Web DF, the industry's first single chip HF and UHF inlay. Based on EM Microelectronic's EM4423 IC, the new inlay is compliant with NFC and RAIN RFID technology standards and hence a perfect fit for retail-specific requirements. Smartrac Web DF comes in a compact form factor and can handle product authenticity verification and inventory management, as well as consumer loyalty tasks.

By introducing this innovative dual-frequency inlay, Smartrac is once again delivering on its promise of creating the ultimate [retail experience](#). Smartrac Web DF merges the features and performance levels of the company's highly successful Web UHF and Midas NFC inlays while retaining Web inlay's retail-optimized dimensions (antenna size 30 x 50 mm/1.18 x 1.97 in, die-cut size 34 x 54 mm/1.34 x 2.13 in).

The inlay's EM4423 chip combines two functionalities on one single die: the RAIN RFID technology used for long-range application purposes; and the NFC technology used to exchange data in close proximity. Both protocols may share a common, unique ID.

Leveraging the IC's unique features, Web DF provides multiple benefits and usages via the EPC communication interface, including stock inventory, product returns, and data privacy. The same tag or label also enables new marketing services such as product information or loyalty programs in conjunction with NFC-enabled smartphones.

EM Microelectronic's EM4423 chip is a dual-frequency device supporting ISO/IEC14443 Type A, NFC Forum™ Type 2 specifications, ISO/IEC18000-63 and EPC Gen2 V2.

"Combining far-field RAIN RFID and near-field NFC offers retailers and brand owners significant added value by enabling more effective theft protection and enhanced merchandise visibility and consumer experience without compromising on data privacy. By introducing the new Web DF inlay, Smartrac is again underlining its innovation leadership, as well as demonstrating the capabilities of EM Microelectronic's new chip", says Torsten Strauch, Senior Vice President, Intelligent Things Business Division at Smartrac.

"By enabling an economically attractive, unified solution for logistics and marketing, EM Microelectronic brings value to and simplifies the lives of both retailers and product manufacturers looking to differentiate their products," commented Michel Willemin, CEO of EM Microelectronic. "We are pleased to collaborate with Smartrac to incorporate the best skills and products from both of our companies to deliver this innovative offering."

Web DF will be available in high-volume quantities by the second quarter of the year 2016. Smartrac is presenting the new inlay Web DF and many more innovative products and solutions at NRF's annual event in New York, January 17-19, 2016 (Retail's Big Show 2016, Jacob K. Javits Convention Center, booth # 1413).

RAIN RFID is a wireless technology based on the UHF RFID protocol standard developed by GS1 and ISO. Its benefits include superior read range and fast data transfer. Smartrac is a founding member of the RAIN RFID Alliance, a global organization promoting the universal adoption of RAIN technology solutions across many different vertical markets.

About Smartrac:

Smartrac is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. 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 combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on Twitter: [www.twitter.com/SMARTRAC_NV](https://twitter.com/SMARTRAC_NV).

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