



SMARTRAC Enables SPYDER'S First Foray into Wearable Technology

In collaboration with Catalyst (Li & Fung company) and Blue Bite, Smartrac's future-oriented Experiences solution will enable Spyder to implement NFC technology

AMSTERDAM, THE NETHERLANDS, December 20, 2016 /EINPresswire.com/ -- Smartrac, the global leader in innovative RFID and IoT solutions, today announced its partnership with [Spyder](#), an international ski and performance lifestyle brand. In collaboration with Catalyst (a Li & Fung company) and [Blue Bite](#), Smartrac's future-oriented [Experiences](#) solution will enable Spyder to implement the latest NFC (Near Field Communication) technology into its U.S. Ski Team outerwear collection, allowing wearers to stay connected.

Earlier this month, Spyder announced its brand-new U.S. Ski Team (USST) collection. Part of the Smartrac solution to enhance on-mountain adventures with Spyder apparel includes specially designed logo patches embedded with Smartrac's NFC tags featuring NXP's NTAG®213 ICs, marking this outerwear collection Spyder's first foray into wearable technology. With a simple tap of a phone or tablet against the NFC touchpoint in the logo, consumers can instantly engage with real-time and dynamic content, including Spyder's social media feeds (YouTube, Instagram and Twitter), featured videos, ski events and world-class USST members and rosters.

"We are very excited to launch this new technology, which is designed to elevate the skiing and on-mountain experience even further," said Julia Hansen, President and CEO of Spyder. "Our sponsorship of the U.S. Ski team for the past 27 years has been a driving force in our pursuit of technical innovation and superior performance, and it continues to lead our charge in bringing the best possible products to market."

Smartrac's Experiences solution is further enhanced by the inclusion of contextual and location-based information such as snow conditions, trail maps and points of interest, personalizing the user experience and continuing the customer journey past the point of purchase.

"Globally, we see a great demand for end-to-end product digitization, and our NFC and IoT solutions provide very suitable answers to that. Together with Catalyst and Blue Bite, we are proud and honored that Spyder has selected Smartrac as its technology partner to bring digital services to its brand products, which in return will bring real benefits to its customers," said Christian Uhl, CEO at Smartrac.

Close cooperation for a pioneering achievement

The USST collection can be characterized as a pioneering achievement, made possible by the close cooperation of all partners involved. Catalyst, a global supplier of retail solutions, initiated the program, while Blue Bite, a leading IoT company focused on driving digital engagement through physical objects, powers the mobile technology element. Spyder intends to embed its Experiences solution into multiple product categories beyond outerwear, enabling brands to turn physical products into digital connections, revolutionizing consumer journeys and product lifecycles.

This is the first project that Catalyst and Smartrac have delivered since announcing their partnership

in September 2016. As a Li & Fung company, Catalyst is in a unique position to champion the digitization of retail and apparel across Li & Fung's extensive customer portfolio.

"This solution shows how much potential there is in wearable technology. Smartrac's IoT platform and solutions, coupled with our capability and expertise in embedding smart tags at the factory level, offers retailers and brands compelling opportunities to digitize their products," said Ian Billeto, Managing Director, Catalyst.

"We are excited to be a part this collaboration and bring value to all stakeholders. Users are able to engage with Spyder products on a higher interactive level, while Spyder receives consumer intelligence and brand recognition. This is a win for all parties involved," said Mikhail Damiani, CEO of Blue Bite.

As part of this initiative, Smartrac, Catalyst and Blue Bite will collaborate to leverage the Experiences solution and embedded NFC technology across Spyder's other product categories in the future.

Smartrac and its market partners will showcase Experiences live at Retail's BIG Show in New York City, 15-17 January 2017. Meet us at booth #1433.

About Smartrac:

Smartrac is the world's leading supplier of RFID products and IoT solutions, providing both ready-made and customized offerings, 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/SMARTAC_NV](https://twitter.com/SMARTAC_NV).

About Spyder

Spyder is an international performance apparel brand with iconic, innovative product design. Headquartered in Boulder, Colorado, Spyder apparel and accessories can be found worldwide in over 40 countries. Pioneering its first padded ski sweater in 1978, and sponsoring the U.S. Ski Team since 1989, Spyder builds technologically advanced gear for elite athletes and modern consumers. With thoughtfully designed, purposeful collections, Spyder fuses technology, form, function and fashion. Innovation and technology are the foundation of the brand's DNA, leading Spyder to believe in everyone's unlimited potential. LIMITLESS.

Global Brands operates Spyder under a long-term license agreement with Authentic Brands Group.

About Catalyst

Catalyst is a global supplier of retail solutions headquartered in High Wycombe, UK. In addition to a comprehensive range of Electrical Article Surveillance (EAS) security solutions, Catalyst provide intelligent digital solutions encompassing inventory, security and customer experience, primarily using RF technologies. Catalyst is part of Li & Fung, the world's leading consumer goods sourcing and supply chain management company. For more information, visit www.catalyst-direct.com and follow us on Twitter: https://twitter.com/Cat_Security.

About Blue Bite

Since 2007, Blue Bite, an IoT company, has enabled firms to deliver engaging and authentic content, to the right audience, at the right time through smart objects. Utilizing the Blue Bite cloud platform, businesses create personalized and dynamic digital experiences, leading to insightful analytics on product and decision behaviors. Through Blue Bite's proven domain expertise, clients benefit from expanded visibility and personalized consumer engagements, generating real-time product and customer insights. For more information, please visit www.bluebite.com.

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