
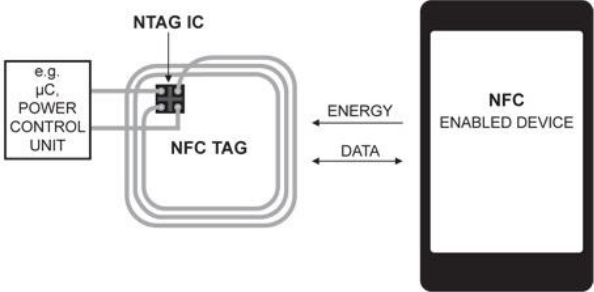


[RFID-NFC TECHNOLOGY/NXP SEMICONDUCTORS]

TITLE	Strengthening brands and adding value through NXP's RFID-NFC technology
COMPANY / ORGANIZATION	
KEYWORDS	RFID, NFC, connected, smartphone, security
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Counterfeit-protection Supply-chain monitoring
ISSUE ADDRESSED	Consumers increasingly desire complete and accurate product information to inform their purchasing decisions, while brand-owners require real-time visibility into supply chain and retail flows to increase the efficiency of their operations. The use of technologies such as RFID and NFC can allow for innovative ways to address these two connected issues.
SOLUTION	<p>NXP's RFID-NFC are secure and non-intrusive – these tags are small in size, thin, flexible, and can be placed almost anywhere on a package, integrated into a container, label, closure, as well as the product itself. Tagged items are assigned a secure and unique ID number, which can be used to retrieve unique data profiles, item histories, and actions.</p> <p>These features come together to provide brand-owners with global, real-time visibility into supply chain and retail flows, and also allows them to connect with end-users at point-of-purchase and beyond – offering additional media content, value-added services (such as automated refills and reorders), certificates of ownership, loyalty programs, etc.</p> <div style="text-align: center;">  </div>
EXPECTED BENEFITS	Brand- and consumer-protection, brand awareness: RFID-NFC technologies are very flexible in their capabilities, allowing users to customize them in a way the suits their products best. Users can opt to employ them for supply-chain monitoring – either to gather data to increase operations efficiency or prevent tampering – or use them to connect with consumers in order to increase brand awareness and strengthen brand loyalty – or everything at once. Use of the technology is kept simple as well, requiring only the tap of an NFC enabled smartphone.
CASE LINK	AIPIA, <i>Products Smarter and More Secure with NXP's RFID-NFC Technology</i> http://www.aipia.info/news-Products-Smarter-and-More-Secure-with-NXP-s-RFID-NFC-Technology-633.php
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