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RFID Journal to Hold RFID in Retail and Apparel Event in New York City on Sept. 26,

2017

NEW YORK, July 14, 2017—RFID Journal announced today that it will hold its third annual RFID in Retail and Apparel executive conference on Sept. 26 at New York City's Helen Mills Theater. This exclusive, invitation-only event for retailers and brand owners will feature case studies presented by end users already utilizing radio frequency identification, as well as technology companies showcasing their latest products.

The conference sessions will cover the four foundational use cases for RFID in retail: inventory accuracy, out-of-stocks, product location and loss detection. In addition, presenters will discuss second-order use cases, including enhancing the customer experience, cycle-counting strategies, conversion and loss prevention. Current speakers include Herman Kay Co., River Island and Jack Wills. The presentations will help attendees determine the best approach for their needs, learn best practices from early adopters, find the right technology partners and move forward with deployment.

Dr. Bill Hardgrave, the dean of Auburn University's Harbert College of Business and the founder of the University of Arkansas' RFID Research Center, will discuss the key components of omnichannel retailing and how each component is integral to having a successful, sustainable initiative. Dr. Hardgrave is one of the world's most recognized RFID researchers.

In addition, attendees will be able to meet RFID solution providers offering products and services aimed at the retail sector. Exhibitors already signed up for the event include Avery Dennison, Tagueos and Zebra Technologies.

"The retail and apparel industry is evolving through the use of RFID," said Mark Roberti, RFID Journal's founder and

editor. "This event is a great opportunity for retailers and brand owners to learn the most efficient and profitable ways of adopting and implementing RFID technology to improve their bottom line."

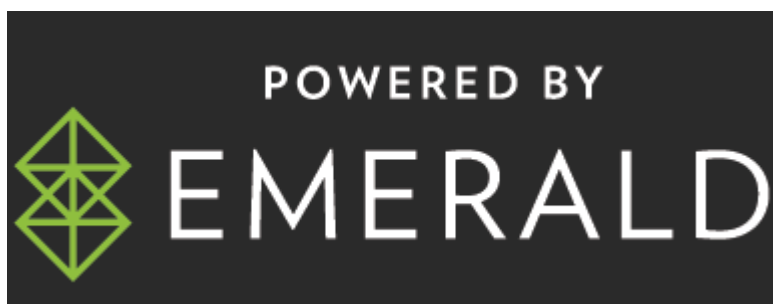
RFID in Retail and Apparel is free for qualified retailers and brand owners. Applications are subject to approval by RFID Journal. For additional information regarding the event, visit www.rfidjournalevents.com/retail.



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