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Under Armour to Present at RFID Journal LIVE! Retail 2019

RFID Journal announced today that teammates from global footwear and sportswear company Under Armour will speak during a session at RFID Journal LIVE! Retail 2019, titled "Under

Armour Shares Its RFID Journey—'Make it, Move it, Sell it.'"
The event will be held on June 25-27 at McCormick Place in Chicago, Ill. The Under Armour session will take place on June 26 at 10:15 AM and will be moderated by Avery Dennison, one of the world's leading UHF RFID solution providers to retail and other key sectors.

Under Armour has set out to implement an RFID solution with key partner Avery Dennison, using a "make it, move it, sell it" deployment strategy. As part of this journey, the company identified how RFID could elevate its world-class supply chain and retail experience through greater visibility of inventory movement.

During the session at LIVE! Retail 2019—which will be co-located with two other major retail events at RetailX: GlobalShop and the Internet Retailer Conference and Exhibition (IRCE)—the Under Armour team will discuss the company's journey from ideation to deployment, the challenges the team faced, the learnings they uncovered and their future vision of how to leverage this technology to enhance the consumer experience.

"Retailers are enabling new digital shopping experiences and delivery models that are dependent on high inventory availability of product across every channel to ensure positive consumer engagement." says Bill Toney, Avery Dennison's VP of global RFID market development. "We are seeing more of a focus on optimizing new shopping journeys—like 'buy online, pick up in-store,' or e-commerce delivery models like 'ship from store'—which require high levels of inventory accuracy, and RFID enables that. At Avery Dennison, we're excited to be a part of Under Armour's RFID panel at RetailX this year, and we look forward to sharing more details during the session."

Under Armour joins Jack Wills, PrevaGen maker Quincy Bioscience, Stadium AB, **Herman Kay**, the Foschini Group and

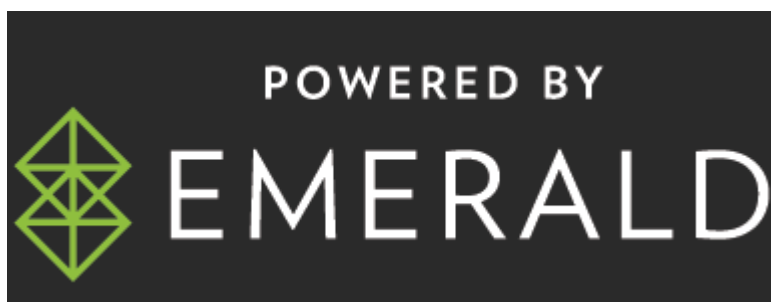
others on a conference agenda designed to help retailers deploy RFID successfully and achieve true digital transformation.



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