RFID JOURNAL

webinars

RFID JOURNAL webinars

May 12, 2020

Best New Product Finalists of 2020:

SpotSee ShockWatch RFID™

Fujitu's Ultra-Rugged RFID Linen tag —The WT-A543

Today's Presenters

Tony Fonk

President and CEO, Spotsee

Tony has served as SpotSee president and CEO since May 2015. He brings more than 17 years of international experience in developing and executing innovative product, service and channel strategies. Most recently, he ran a $100 million business for Stock Building Supply Holdings, a $1.3 billion North American supplier of construction materials and services. Prior to Stock Building Supply, Tony held senior positions at Ingersoll Rand and Johns Manville, a Berkshire Hathaway Company.

Today's Presenters

Jan van Niekerk
VP Engineering, SpotSee

Jan van Niekerk has directed the engineering team at SpotSee since January 2018. He brings over 20 years of experience in firmware, microcontrollers, analog, TCP/IP, RF/RFID and security. Jan has managed the development of electronic solutions for tier-1 OEMs at Microchip Technology, Maxim Integrated Products, Intelleflex Corp. and RF Ops.

Today's Presenters

Tyson Stuelpe
VP of Global Sales, SpotSee

Tyson Stuelpe joined the SpotSee team in September 2015 as the Vice President of Global Sales and Marketing. He has held management and marketing positions of increasing responsibility with Ingersoll Rand, Newell Rubbermaid, Nestlé, and Black & Decker. Tyson brings significant experience in global product & channel management, acquisition integration, and supply chain management. He began his career as a strategic and operations consultant with Booz-Allen & Hamilton and Ernst & Young.

Today's Presenters

Dan Dalton
Senior Director, RFID Solutions, Fujitsu

Dan Dalton is responsible for developing new products for broad range of technologies including RFID tags, tablet PC's and ePaper technologies. He has also worked extensively to develop Physical Access Control (PAC) solutions utilizing Frontech's award winning PalmSecure technology. He brings more than 30 years of experience in product development, engineering, marketing, product and program management.

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SpotSee ShockWatch RFID™
Best New Product 2020 - Candidate Presentation

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The Challenge

$2.3 trillion damage annually to shipped goods!!!

Solving The Problem

DETER — The knowledge that cargo is actively being monitored deters bad handling behavior by supply chain participants.

DETECT — Connected monitoring enables real-time damage detection so costs are minimized, and responsible parties are held accountable.

DIAGNOSE — Data and analytics provided by shipment monitoring enable the diagnosis and elimination of pain points within the supply chain.

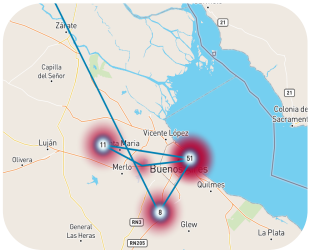
40-60% typical reduction in damage!

Meeting The Challenge: SpotSee™

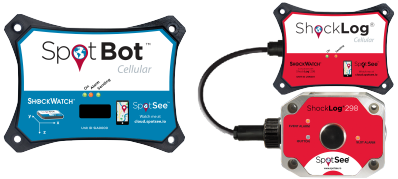
1974
Glass tube helps customers detect & deter shipping damage.

1995
ShockLog - first precision shock recording instrument.

2015-2016
Connectivity with ShockLog Satellite. Purchases MVNE.



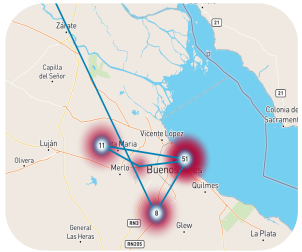
2017-2018
SpotSee rebranding. Expands connected portfolio.



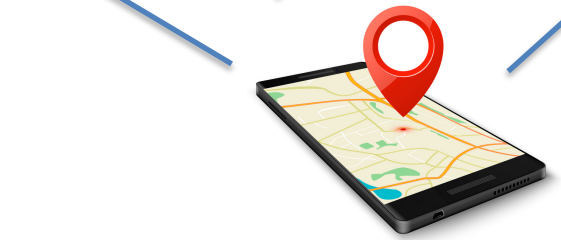
2019
First RFID connectivity.

Connectivity: The Key to Real-Time Data

Connectivity with ShockLog Satellite



Adds Cellular, WiFi, Bluetooth



RFID connectivity

Connectivity: The key to automated real-time data

- Satellite
- Cellular
- WiFi
- Bluetooth
- RFID

SpotSee

Connectivity

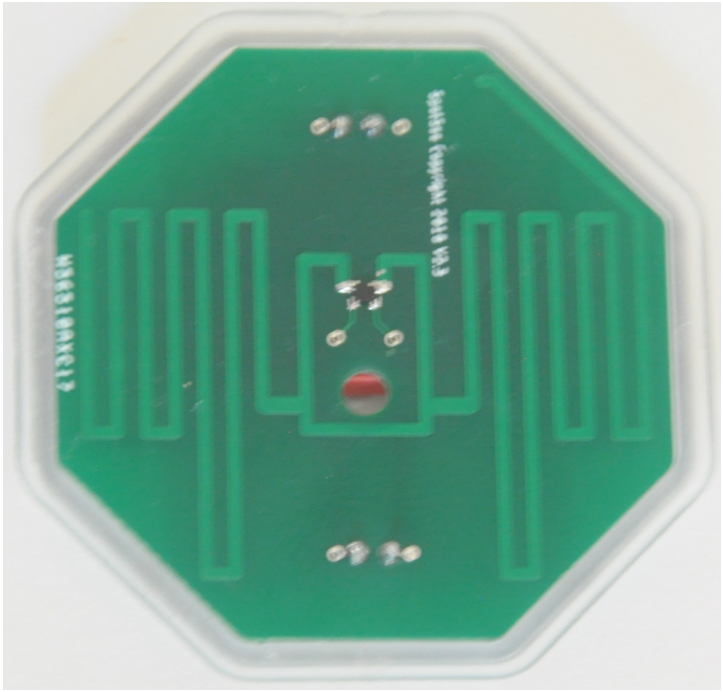
- Cost
- Size
- Battery
- Shelf Life
- Temperature
- Safety
- Certifications
- Infrastructure
- Standards

Connectivity – RFID is the Enabler

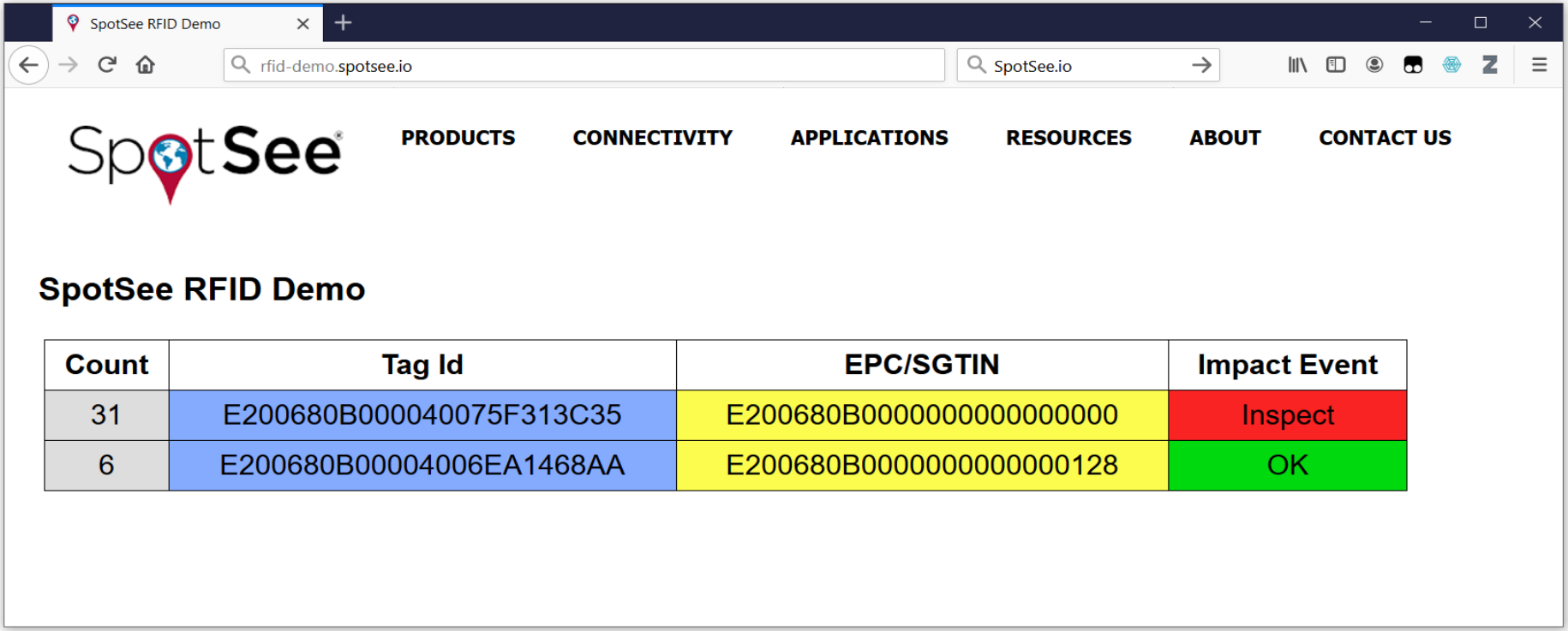
- Cost ✓
- Size ✓
- Battery ✓
- Shelf Life ✓
- Temperature ✓
- Safety ✓
- Certifications ✓
- Infrastructure ✓
- Standards ✓

SpotSee's ShockWatch Indicator

Adding RFID Connectivity to ShockWatch



Reading the Impact Status



Acknowledgement – On the shoulders of Giants

- Standard developers
- Chip designers
- Reader developers
- Software developers
- RF spectrum stakeholders
- Inlay & label developers
- Test & test equipment makers
- All the weary travelers
- Investors
- RFID Journal

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Fujitsu's Newest Ultra-Rugged RFID Linen tag
The WT-A543

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FUJITSU

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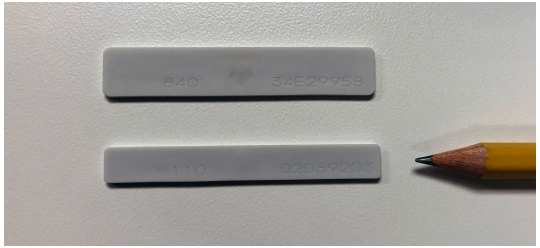
Fujitsu's WT-A543 RFID Linen Tag

Leveraging 15 years of in the washable RFID solution business

- So small it can be inserted in almost any hem or seam
- Our most ruggedized washable tag
- Patented mechanical design for durability
- New antenna design to improve reading accuracy over time
- Superior performance over typical cloth RFID tags
- Easily removed for reuse to reduce overall project costs

Thinnest Ruggedized Washable Tag

Measuring only 7mm x 55 mm, the new Fujitsu WT-A543 tag is the thinnest ruggedized in the market



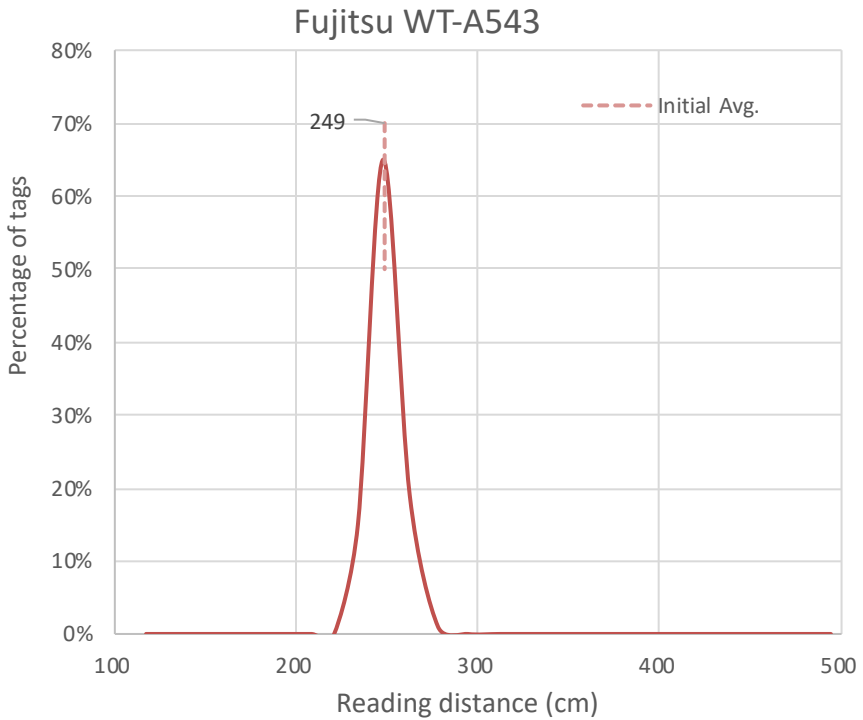
- Can be inserted in almost any hem or seam
- Smaller size is easier to insert into linens at the manufacturer saving overall costs
- Almost imperceptible in fine sheets and towels
- Does not scratch user like heat-seal tag solutions
- Does not turn yellow over time like typical heat seal tags

New Mechanical Design for Durability

Improved mechanical design to reduce read variance during the tag life

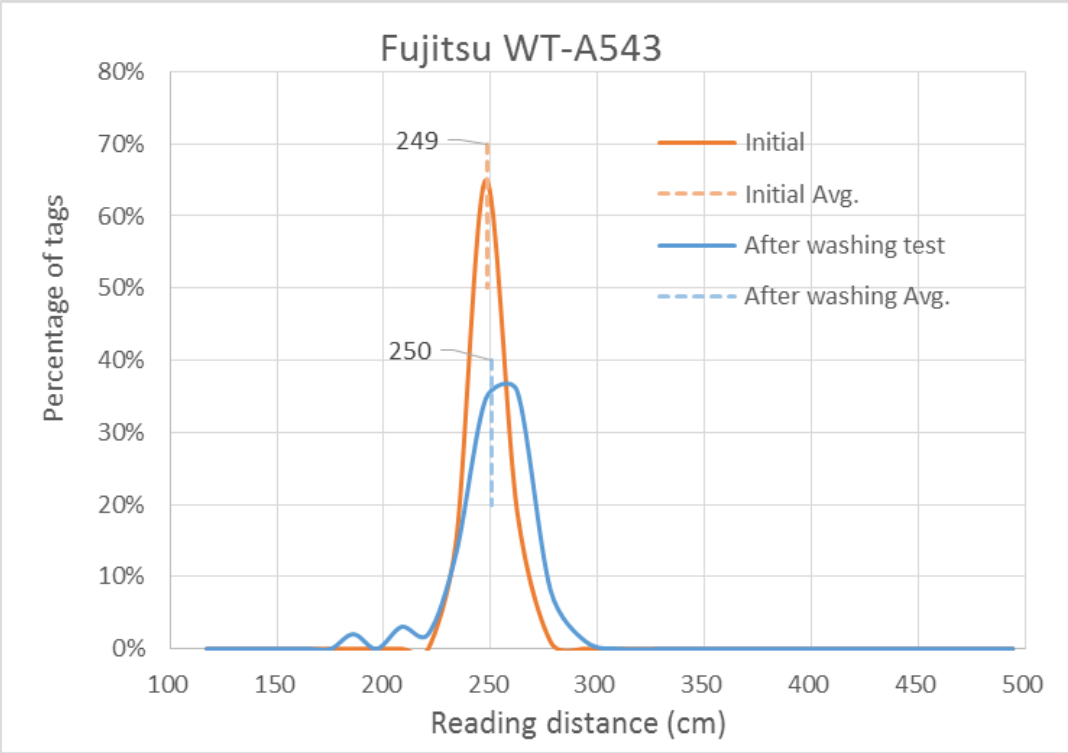
- New mechanical structure for exceptional durability, read performance, and life
- Designed and tested for high pressure industrial laundries
- New sealing technology allows for additional protection from harsh chemicals
- New antenna design reduces reading range shift as tag ages allowing for more reliable reading over time and lower implementation costs

Fujitsu Tags Provide a Precise Read Range



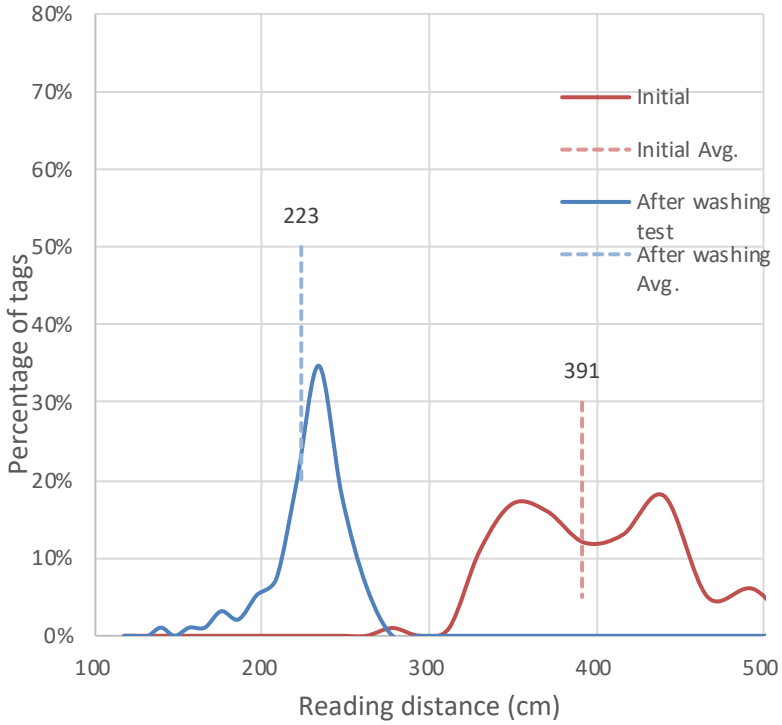
A precise tag read range will allow you to only read the tagged linens in the local area and not other tagged linens close by

Reading Distance after 200 washings



Very little read range shift after washing insures quality read accuracy over time

Reading Distance Shift in Cloth Tags



A wide reading range and significant read shift can cause the reading system to lose accuracy over time

Suitable for a variety of Markets

RFID tagging of reusable linens and garments is a fast growing market

- Hospitals and Healthcare including reusable PPE, scrubs, and barrier gowns
- Industrial Workwear
- Garments and Uniforms
- Food and Beverage
- Hospitality
- Hotels and Casinos
- Fashion and Clothing Rental
- Event Rental

Wrap-Up

The new Fujitsu ultra-rugged WT-A543 RFID linen tag extends tag life and performance

- Smaller size is easier to insert into linens at the manufacturer saving overall costs
- Smallest variation of initial reading distance for reliable reading
- New mechanical structure extends tag life in harsh environments
- New antenna design will increase read reliability and reduce overall implementation costs
- New sealing process reduces reading distance shift by reducing effects of industrial laundry chemicals

THANK YOU

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