

# atma.io, connected product cloud

**RFID**  
JOURNAL  
**LIVE!**

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atma.io

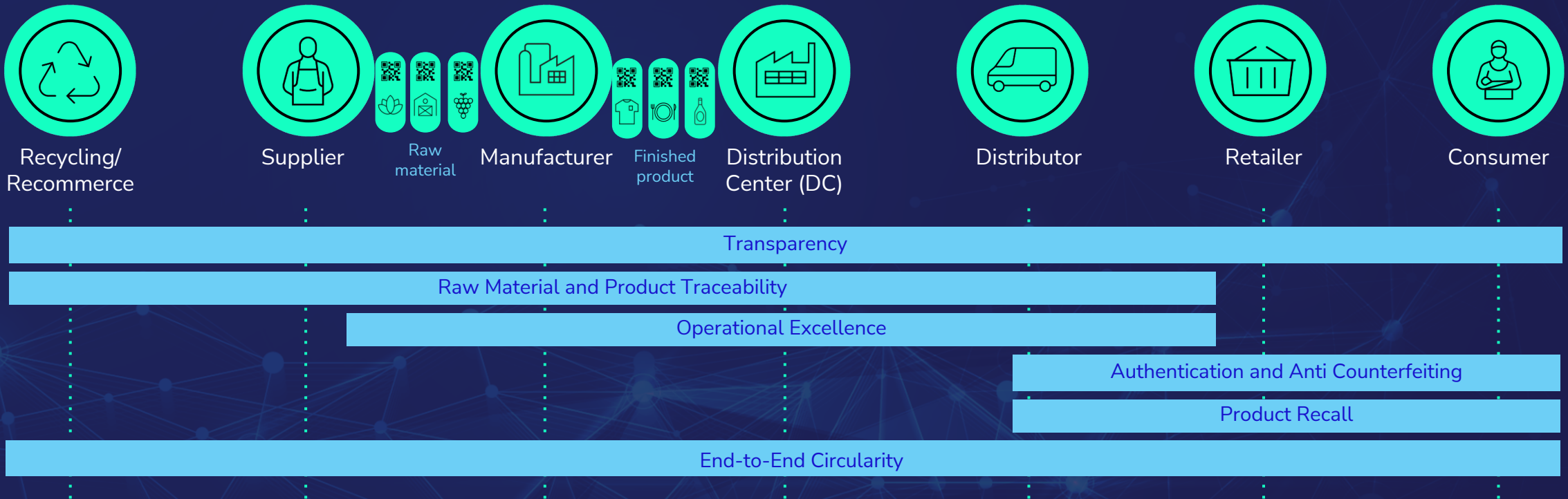
# What is atma.io?

atma.io, **connected product cloud** by Avery Dennison:  
A platform that unlocks the power of connected products  
by assigning **unique digital IDs** to everyday items,  
providing unparalleled **end-to-end transparency**  
by tracking, storing and managing all the events  
associated with each individual product — all the way  
**from source to consumer and beyond**, enabling circularity.



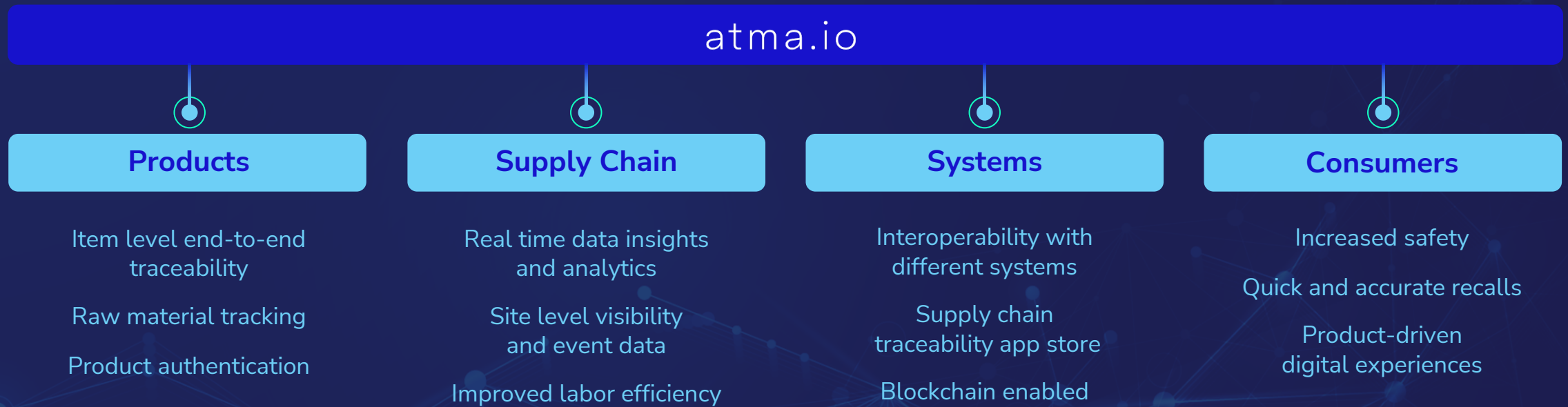
# Bridging the physical and digital worlds for every item

atma.io



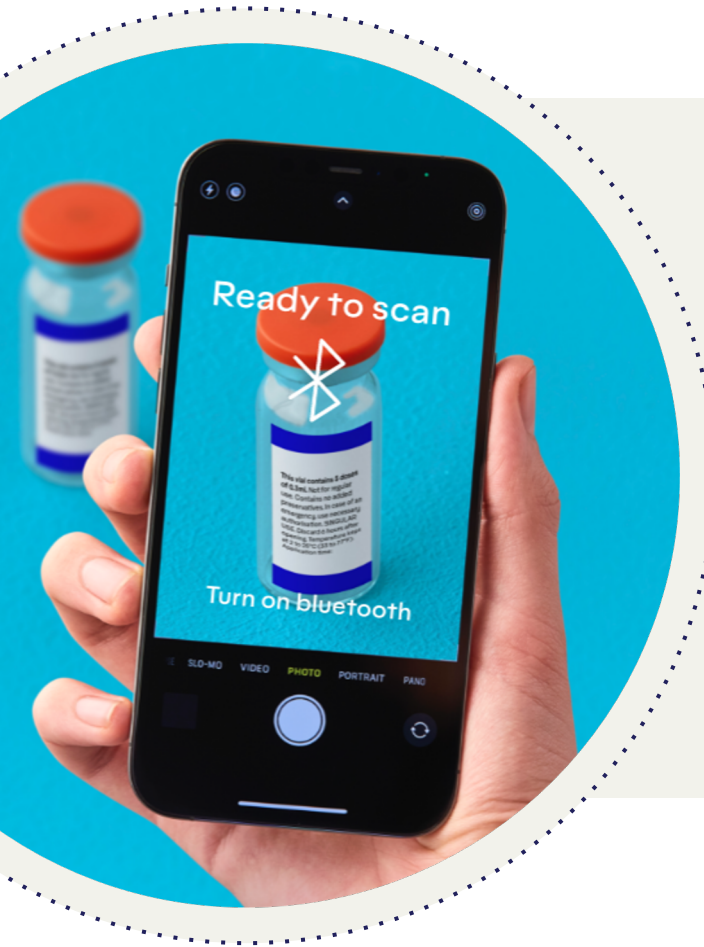
● Supply Chain ■ Challenges

# Different points of value, delivered by atma.io

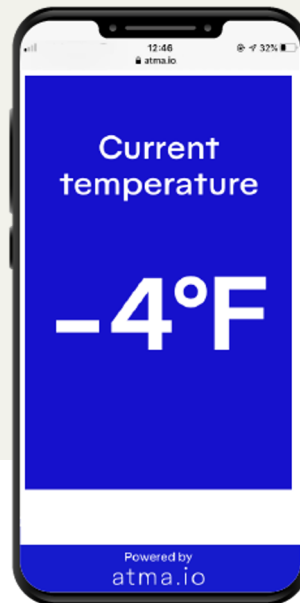




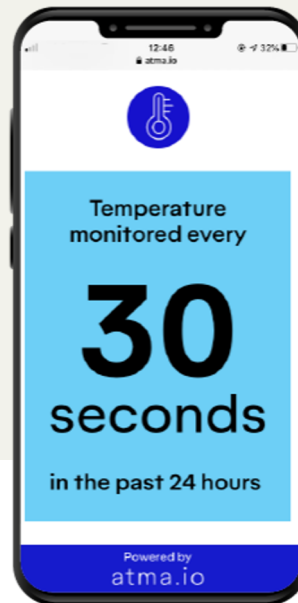
## Example in the pharma industry



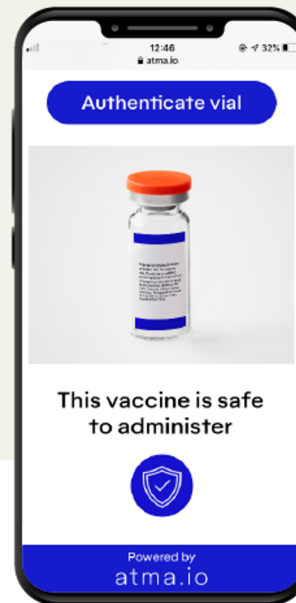
**Real-time  
temperature**



**Temperature  
monitoring**



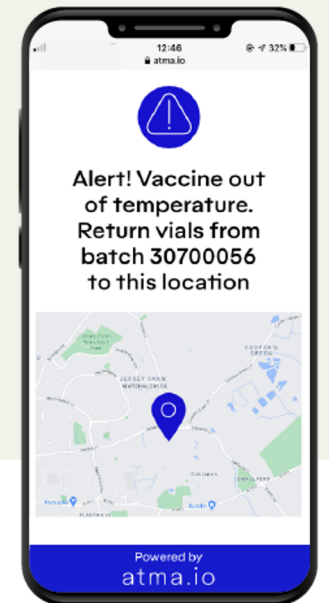
**Product  
authentication**



**Compliance  
certificates**



**Safety  
alerts**



# Scalability and interoperability

An **agnostic and scalable** platform with total interoperability enabling real time visibility across global multifaceted supply chains.



**14+  
billion**

physical items  
connected  
to atma.io

**300  
new  
items**

added per  
second to the  
platform

**5000+  
network**

of factory service  
and support  
experts worldwide

GS1 EPCIS standard to track and share event data both within and across enterprises to trace who, what, when, where, and why that event took place.

# Thank You.

**For more information, please contact**

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**atma.io | [rfid.averydennison.com](https://rfid.averydennison.com)**



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