RFID JOURNAL LIVE!

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PHOENIX CONVENTION CENTER | PHOENIX, AZ

RFID JOURNAL LIVE!

Unlock IoT Device Opportunities with Impinj E710, E510, E310 RAIN RFID Reader Chips

Presenter:

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BEST NEW PRODUCT
RFID JOURNAL AWARDS
2021 FINALIST

IMPINJ

New RAIN RFID Reader Chips Unlock New IoT Innovation

Set new benchmark for performance, integration, and ease of use

Up to 2x better* receive sensitivity
reliable performance for new and existing solutions

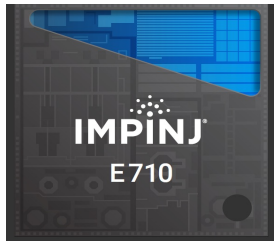
Up to 80% smaller* system designs
ideal for small, next-generation IoT devices

50% lower* chip power consumption
support battery-powered, energy-efficient devices

Easy-to-use development tools
to accelerate innovation of next-gen IoT solutions

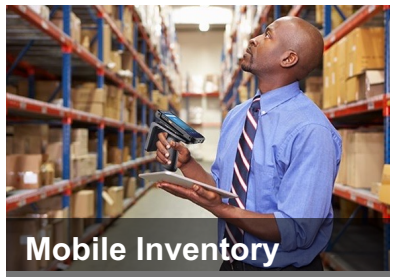
Unlock New and Emerging Uses for IoT Devices

Ranging from high-performance fixed readers to wearables to smart appliances



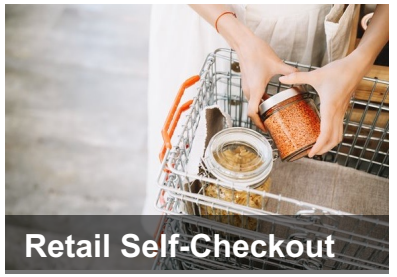
Impinj E710 reader chip

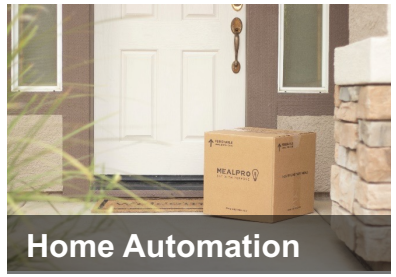
Industry-leading receive sensitivity for long read range. Identify, locate, and authenticate large numbers of tagged items quickly. Ideal for handheld and fixed readers.



Impinj E510 reader chip

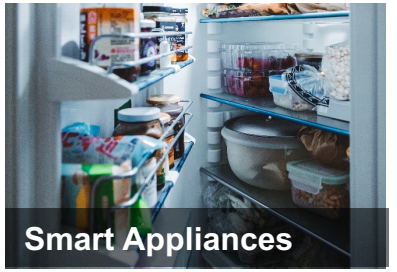
High-performance receive sensitivity for medium read range and groups of tagged items. Size-, power- and cost-optimized reader chips for mobile devices and embedded IoT use cases.





Impinj E310 reader chip

Good receive sensitivity for close read range and individual or small groups of tagged items. Proximal use cases including printing and HF alternative.



Meet the Increasing Demand for Item Connectivity

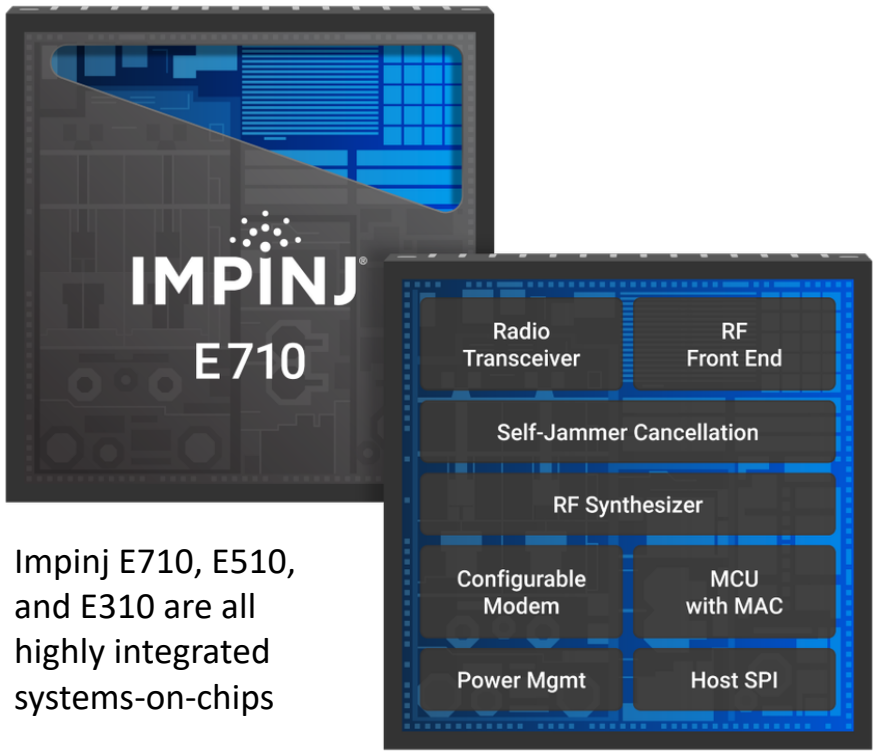
Portfolio delivers a range of performances and costs, and worldwide region support

Achieve the speed, accuracy, and range your solution needs

- **Impinj E710:** superior performance, supports long-range monitoring of large populations of items
- **Impinj E510:** mid-range price and performance, optimized for battery-powered devices
- **Impinj E310:** lower cost, delivers performance, optimized for close-proximity devices

Industry-Leading System Integration

Enables small device form factors, lowers overall BOM cost, and simplifies design



Impinj E710, E510, and E310 are all highly integrated systems-on-chips

High-performance RAIN RFID radio transceiver
for long read range and improved read rate

Integrated self-jammer cancellation and RF front end
for reliable performance and worldwide support

High-performance modem with flexible reader modes
to optimize performance across wide range of use cases

Integrated MCU with RAIN RFID Gen2 protocol
for efficient execution of tag commands and operations

High-speed, industry-standard SPI host interface
to easily connect to a wide range of host controllers

Impinj Reader Chips

A portfolio of systems-on-chips (SoCs) that set performance standards for more than a decade

Leverage 10+ years of technology and market leadership

Used by millions of devices, Impinj reader chips set the reader chip performance benchmark for more than a decade

Enhance next-gen IoT devices with RAIN RFID connectivity

Enable next-gen IoT devices to identify, locate, and authenticate everyday items, improving service and convenience

Design a broad range of powerful, energy-efficient RAIN readers

Build a portfolio of devices from high-performance fixed readers to battery-powered wearables, maximizing design reuse with software and pin compatibility

Accelerate innovation of IoT solutions with easy-to-use development tools

Reach emerging markets quickly with industry-leading system integration, easy-to-use hardware and software kits, and pre-certified partner-built modules

THANK YOU

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