



SHOES STEP INTO THE INTERNET OF THINGS

RAIN RFID Gets Footwear Inventories into Shape

The average shoe store has to deal with hundreds, if not thousands, of style and size combinations.

Keeping an careful eye on all that inventory is how retailers know what's on display, what's in the back room, and what needs to be reordered.

But taking inventory the old-fashioned way – with people physically counting what's on the sales floor and in stock – is painfully slow and not always accurate.

RAIN RFID TO THE RESCUE

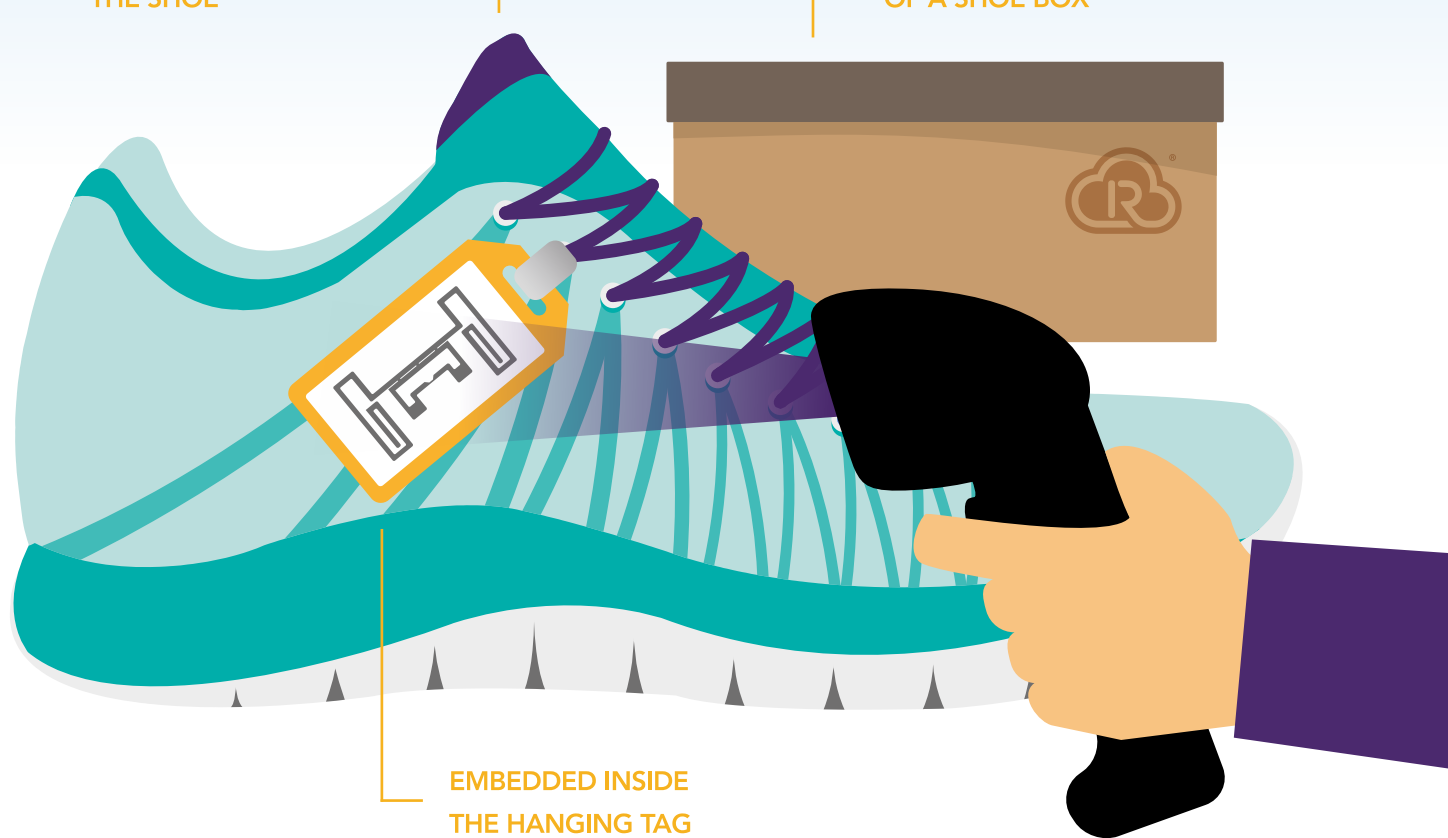
But when RAIN RFID becomes part of the process, retailers can get their footwear inventories into shape.

Every pair of shoes gets its own RAIN RFID tag and, along with it, its own unique identifier, so **each pair can be individually tracked and traced.**



EMBEDDED INSIDE THE SHOE

ON THE OUTSIDE OF A SHOE BOX



Handheld and wall – or ceiling-mounted readers read the RAIN RFID tags, and can count hundreds of items in a second, even without direct line of sight, so a complete, accurate inventory can be done in just minutes.



In September 2018, US Customs and Border Protection officers in New York seized more than 9000 pairs of imitation athletic shoes, valued at nearly US\$1.7 million.

MADE FOR OMNI-CHANNEL

Up-to-date store inventory data can be posted online, too, so shoppers can check availability before heading to the store, and can be confident that what they want will be there when they arrive. What's more, store inventory can be listed for online sales making every store an additional distribution center.



Using RAIN RFID as part of an omni-channel approach has been shown to **boost sales up to 20%** with faster sales cycles and less need for late-season markdowns to clear the way for new styles.



BRAND PROTECTION, TOO



Combat counterfeits
What's more, RAIN RFID tags can help combat counterfeits. Tags can enable shoes to verify their authenticity, asserting their provenance.



Confirm authenticity
That means customs officials, as well as any appointed person in the supply chain can check and confirm authenticity in an instant.



Retain brand trust
Manufacturers protect their reputations, retailers safeguard their revenue, and consumers retain their trust of name-brand labels.

FLEXIBLE FORMATS

RAIN RFID inlays are so small and flexible that they fit just about anywhere. Some retailers are even making the tag a part of the shoe itself.

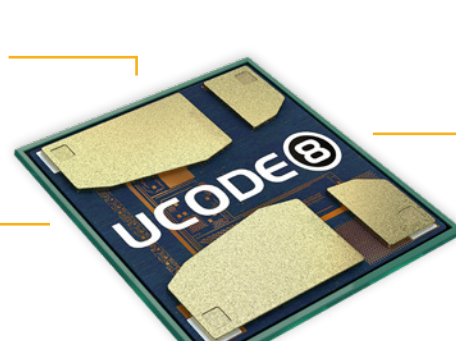


UCODE 8 – THE LEADING TECHNOLOGY FOR RAIN RFID IN RETAIL

UCODE 8 offers exceptional performance, with a new groundbreaking anti counterfeit feature, and remarkable design flexibility.

FAST, ACCURATE READS WITH BENCHMARK SENSITIVITY (-23dBm)

PRIVACY MODE COMPLIANT AND CERTIFIED ACCORDING TO GS1 G2V2 STANDARD



UCODE 8 BRAND IDENTIFIER WITH NXP PRE-ENCODING SERVICE

TAKE THE NEXT STEP

To learn more about UCODE 8 and how NXP's RAIN RFID solutions, visit nxp.com/rfid