



Passive RFID Reports for Asset Tracking Duty

If your assets are worth tracking, then they're worth tracking with passive RFID. Asset tracking has long been considered the domain of active HF RFID tags, but as UHF Gen 2 RFID hits the sweet spot of price/performance, passive RFID becomes ideal for a broad range of asset tracking applications. Passive RFID is being used to track assets such as file folders, reusable plastic containers and pallets, maintain a chain of custody, and to facilitate inventory management for tools and equipment.



[Learn about the asset tracking opportunities for passive RFID.](#)

Third-Party Logistics Company Automates Major Distribution Center with RFID for Inventory and Shipment Tracking

When Diakinisis, the largest third-party logistics provider in Greece, turned to RFID to manage pallet operations at a major consumer goods distribution center, it experienced an 80 percent reduction in shipping errors, an 80 percent reduction in shipping costs related to error reconciliation and a 25 percent reduction in pallet put-away time.

[Read this article from RFID Update.](#)

CASE STUDY

RFID Goes the Distance for Racetimer



When it comes to competitive sporting events such as marathons and bike races, timing is everything. Utilizing RFID, Swedish company Racetimer was able to separate itself from the pack, offering a reliable and cost effective timing system for events

across the globe. With highly consistent and reliable UHF RFID readers and antennas from Alien Technology, Racetimer is reaping saving of 20 percent on costs per event and up to 5 hours per event in manpower and resources, as compared to LF RFID.

[Read the case study.](#)

A Practical Guide to Selecting and Applying RFID Tags

Understanding the elements of RFID and mastering the techniques will go a long way to achieving a high performance RFID system. This article from RFID world presents practical guidelines for selecting and applying RFID tags, based on expertise developed from numerous production deployments across many industries.

[Read the article written by Alien's Bill Brown.](#)

TRAINING

Accelerate Your Path to Success with the Leaders in RFID Education, Testing, and Consulting Services

End-user organizations, educational institutions and solution providers come to The RFID Solutions Center to accelerate their path to success for RFID. The RFID Solutions Center is an industry-recognized educational, testing, services, and real-world implementation resources facility dedicated to helping the global RFID community reap the rewards of RFID.

[Learn more about the RFID Solutions Center.](#)

New Training Course: Prepare, Design and Deploy RFID Solutions for DoD Logistics

Build a thorough understanding of the latest RFID technologies and major compliance guidelines and what they mean to you. Then get to work in a truly interactive setting at the RFID Solutions Center, where you'll analyze relevant supply processes, equipment configurations and deployment variables. The RFID Solutions Center has developed "Prepare, Design and Deploy RFID Solutions for DoD Logistics" in collaboration with the Department of the Navy.

[Learn more about the training course.](#)

Aberdeen Benchmark Report: Winning RFID Strategies for 2008

As enterprises pursue and achieve business benefits from RFID deployments, their RFID solutions, technologies, and vendor selection strategies are evolving in ways that create more opportunities for success. A critical success factor is a greater focus on business process visibility, improvement and optimization. Among Best-in-Class companies using RFID identified by Aberdeen Group research, 100 percent reduced process failure incidents by at least 20 percent, and improved process throughput by at least 10 percent. These positive results set the stage for broader RFID deployments in 2008 and beyond.



[Read the full report. \(Available until February 25.\)](#)

SALES TOOLS

New Squiggle Inlay Optimized for Pallet and Case Tagging Application



The newest member of the Squiggle® family — the ALN-9562 Squiggle-SH Inlays are general purpose RFID inlays optimized for pallet and case tagging applications. Based on Alien's top performing Higgs™ UHF RFID Tag IC and a new compact Squiggle antenna design, the ALN-9562 delivers industry leading EPC Gen 2 range and reliability in a smaller form factor at competitive prices. It offers exceptional range and high-speed programming for seamless manufacturing integration. Plus, it's a World Tag that operates at global frequencies of 860-960 MHz.

[Learn more about the newest Squiggle.](#)

What's Ours is Yours

Make it your own. Alien Technology offers a simple way to reinforce your market leadership among potential customers with a co-branded version of this newsletter. It's as easy as 1, 2, 3. Just download the channel newsletter from the Sales Tools section of the Partner Solutions Portal, customize it with your logo and messaging, and email it to your potential and/or existing customer base!

[View the co-branded newsletter.](#)

Events

Learn about RFID's benefits and many applications and see Alien [at these upcoming industry events.](#)

- **ID Tech Smart Label Expo**, the seventh annual analyst-driven event offering info about global RFID progress and opportunities, is here again! George Everhart, Alien CEO, present "Momentum Building Year for RFID" on Wednesday. **Boston, MA Feb 20-21**
- The fifth annual **DoD Summit** explores the progress of RFID implementations that have been made over the past several years and examines the remaining challenges. Don't miss it. **Arlington, VA Feb 26-27**
- **All the Applications, All the Major Companies, All the Strategic Insights — All at RFID Journal LIVE!** Premium and Platinum sponsor, 2 breakouts and a Partner Solutions Demo Area — 5 tracks a day! **The Venetian, Las Vegas April 16-18** See you there!

Coming Soon! Learn what it takes to align with the recently announced Sam's RFID requirements then how to leverage your RFID deployment for greater ROI. Brought to you by Alien Technology and an ecosystem of partners, this exciting webinar series will highlight how leading suppliers are already making the most of RFID when shipping to major retailers.

ABOUT ALIEN RFID INSIDER

Alien Insider is an educational newsletter about RFID use cases, business benefits and latest technology developments. You are receiving Alien RFID Insider because you have provided your email address to Alien Technology.

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RFID Journal

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RFID Journal

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Using RFID