

The Sensormatic® iREAD™ Platform – Frequently Asked Questions

The Sensormatic RFID iREAD platform eliminates the separate power, control and data distribution infrastructures that have until now been needed for in-store, item-level RFID. By consolidating these into one network, it offers substantial cost savings and improves the ease of installation in a shop floor environment, which will broaden the appeal of RFID to retailers considering the use of the technology to enhance their operations.

Sensormatic iREAD platform provides a flexible and scalable foundation for retailers to capitalize on the business benefits offered by RFID. It also reduces the relatively high number of readers, cables and antennas required by traditional RFID systems. The inherent modularity and simplicity of the platform means retailers can adapt its capabilities to almost any retail configuration – shelves, racks, tables and other display types

Lowest Industry Cost Per Fixed RFID Readpoint

1. How does the iREAD platform deliver the lowest cost per fixed readpoint?

The Sensormatic iREAD platform provides in-store, item-level radio frequency identification (RFID) deployments, that potentially reduce reader requirements up to 90 percent and capital costs up to 60 percent.

The Sensormatic iREAD platform eliminates the need for separate control, power and data distribution infrastructures for displays that require item-level RFID. It provides a simple and highly-scalable infrastructure that can be integrated into any number of display form factors, without the requirement of extensive cabling or control schemes.

In a typical medium sized retail store, an item-level RFID system would normally require around 100 readers to be installed and an initial hardware investment of around €300,000 (\$435,000). With the Sensormatic iREAD platform, the system would only require around 10 readers to be installed – a 90 per cent reduction in reader hardware. The initial investment falls to around €100,000 (\$145,000) – a reduction of more than 60 per cent – with further cost savings to be realized during ongoing operation. The benefits and cost savings can increase exponentially with the size and scale of the deployment.

Greater Visibility to In-Store Operations

2. How does the Sensormatic iREAD platform benefit in-store operations, and what types of information will be provided?

The Sensormatic iREAD platform offers granular visibility to data. This data can be used to improve store operations in several ways. Each retailer can tailor operational benefits to their needs. Retailer's requirements will vary from simple to complex based on their business. These applications can include, but are not limited to:

- Inventory tracking
- Out-of-Stock measurements
- Price modifications

Industry Standard RFID Gen 2 Compatible

3. Is the Sensormatic iREAD platform compatible with my current reader?

The Sensormatic iREAD platform is designed to work with the UHF Class1 Gen2 RFID standard. If you are using this reader type, then the platform is compatible.

4. What type of software interface do I need?

A software interface that meets the requirements of Sensormatic's enhanced operating system protocol is required to capture the RFID data from the reader.

5. Does the Sensormatic iREAD platform integrate with my existing RFID system used for logistics or supply chain?

If your current system already uses the Sensormatic enhanced operating protocol software, your existing RFID system is already compatible and integration is not an issue.

Ease of Installation

6. Will I need to modify my shelving, racks, or displays for installation?

The Sensormatic iREAD platform components are designed to easily retrofit onto existing displays. A thin product profile of <12mm, facilitate a modular flexibility that permits easy mounting. Physical connection of one RF coax cable allows easy connection into any type of retail display.

A Robust Infrastructure for Future Growth

7. Can the Sensormatic iREAD platform integrate into my EAS system or support dual technologies (Sensormatic Ultra•Max® EAS and UHF RFID)?

RFID provides item visibility to improve store operations, and EAS offers item security and a visible deterrence. EAS and RFID currently complement each other. The Sensormatic iREAD platform provides the foundation for a single, highly scalable and customizable infrastructure that integrates EAS, RFID, and other sensor technologies.

Technologies can merge into one tag providing item security and improved store operations with item visibility.

The Sensormatic iREAD Platform will be available in Spring 2008. Contact your local ADT sales representative or Tyco Business Partner for further information.