



SMARTRAC launches two new RFID inlays based on Impinj Monza R6

High-performance solutions for improved merchandise visibility and enhanced shopping experience

AMSTERDAM, THE NETHERLANDS, February 24, 2015 /EINPresswire.com/ -- RFID industry pacesetter SMARTRAC has today announced the launch of two new RFID inlays for the retail industry, both based on the high-performance Impinj Monza R6 chip.

The new designs offer faster writing speed, greater backscatter strength, parallel encoding capabilities and increased read- and write-sensitivity. Their market-leading performance makes them ideally suited for large-scale deployment in the supply chain.

The first new member of SMARTRAC's product family is the Belt inlay, which sets new industry standards in a compact form factor. The inlay is delivered with an improved, smaller antenna compared to the previous Belt design, enabling retailers, brand owners and all participants in the value chain to maximize the benefits of RFID technology. The product has passed all of the most significant ARC tests at Auburn University's RFID Research Center.

The second new product, the SMARTRAC MiniWeb inlay, comes with an antenna design size of 42x16mm. This Europe-focused top-quality product allows customers to meet high-performance requirements for new end-use applications, and tight performance distribution. The inlay has passed ARC category K requirements for ETSI retail performance, as defined by the Auburn RFID Research Center.

"With the Belt and the MiniWeb powered by Monza R6, SMARTRAC leads the way with performance and quality levels that support mainstream adoption of Item Intelligence in retail" said Larry Arnstein, Vice President of Business Development at Impinj. "The Belt complements xArray to truly enable always-on solutions while the MiniWeb is perfect for today's applications that require high-performance in small form factors that brand owners love."

According to Torsten Strauch, SVP Segment Retail at SMARTRAC, "RFID is a key enabling technology, as it can provide item-level visibility for almost any product. Merchandise visibility is the basis for new processes and applications being introduced in retail to optimize overall performance, but also to enhance the shopping experience. With these two new RFID inlays we offer enhanced, high-performance solutions to retailers and beyond."

"Belt inlay, equipped with Monza R6 is a truly global product, meeting all current ARC requirements for European and US apparel retailers throughout the supply chain. MiniWeb, also based on Monza R6, meets the Spec K performance requirements for European retailers looking for a small form factor", added Justin Patton, Auburn University RFID Lab Director.

Both new SMARTRAC inlays Belt and MiniWeb will be available immediately after the EuroCIS 2015 tradeshow.

Learn more about the new inlays and discover SMARTRAC's innovative RFID solutions @ EuroCIS,

booth no. 9B14, 24-26 February 2015, Messe Duesseldorf, Germany.

About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, SMARTRAC's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow us on [www.twitter.com/SMARTRAC_NV](https://twitter.com/SMARTRAC_NV) or click here to sign up for our quarterly newsletter.

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