



## PRESS RELEASE

### **NXP Semiconductors and RF-iT Solutions pave the way for RFID-enabled anti-theft solutions in the fashion segment**

*Graz-based RFID companies install a RFID based EAS solution using the UHF EPC G2 standard at Northland outdoor fashion shop*

(Graz, Austria, August 12<sup>th</sup> 2008) –Radio Frequency Identification (RFID) is already being used successfully in anti-theft applications, ranging from car immobilization to theft control of DVDs in retail. Now also Northland, a specialist in outdoor clothing and equipment, is pioneering the use of RFID technology in the fashion segment, using RFID to secure its products. With an RFID-based inventory solution, implemented at its shop in Graz beginning of this year, the manufacturer of textiles for extreme sports has proven that RFID surpasses conventional methods in terms of efficiency and transparency. Now Northland is again proving that RFID offers not only theoretical solutions but real tangible economic advantages.

Approximately 1300 different outdoor products such as jackets, trousers, sweaters, backpacks and thermos flasks were equipped with RFID labels at the Northland store in Graz. The RFID labels combine article information for inventory purposes and anti-theft functionality in one single tag. "This makes the solution substantially less expensive than two separate systems", explains Otto Url, responsible for the RFID project at Northland. "Any theft is immediately displayed on the cashier monitor and can be complemented by an optical or acoustic alarm at the gate. The RFID anti-theft device shows not only that a product has been stolen, but also which product and when. This information enables us to pay special attention to specific product categories and time zones particularly susceptible to theft". Consequently stolen products can be replenished immediately to ensure availability in the shop.

This installation is the industries' first pure UHF EPC G2 anti-theft installation in the fashion segment worldwide and is scheduled to be extended to other Northland shops following a three-month trial

phase. Two essential elements are the technical corner stones for this innovative theft protection system: the new UCODE G2XL chip by NXP Semiconductors and the RFID/AutoID middleware You-R® OPEN of the Austrian technology consulting and software company RF-iT Solutions. "Until now the use of EPC G2 for EAS has been difficult, because the detection fields of traditional UHF RFID gates were very hard to define and control, causing undesirable false alarms", explains Rainer Lutz, Marketing Manager, NXP Semiconductors. "NXP has therefore developed in its RFID Reference Design Center a unique reference gate, which operates a very precise read field. It enables an appealing, more than 8-meter-wide open entrance area, which – like an invisible, thin electronic curtain – recognizes products which leave the shop."

"UPM Raflatac's UHF EPC Gen2 WebX inlay used at Northland is optimized to meet the requirements of apparel applications." says Mikko Immonen, Business Development Director for Apparel & Brand Protection at UPM Raflatac. "It provides excellent detection rates even with densely stacked garments and outstanding omnidirectional readability to assure reliable performance in the RFID EAS gate." Toshiba contributed to the success of this innovative application with their RFID printer. It offers reliable RFID module technology ready to be scaled as the project and roll out grows.

"The Fashion solution by You-R® OPEN enables a rapid deployment of projects through the logistic supply chain including the shop. It seamlessly connects to existing ERP systems reducing investment costs substantially," explains Dominik Berger, Managing Director of RF-iT Solutions. Through use of the proven, reliable and scalable operating environment You-R® OPEN provides the link between the RFID hardware and the existing IT infrastructure and can be configured quickly and easily to the individual processes of the respective customer. It is quickly set up at the launch of the project, while providing flexibility during operation and extension of the installation.

PHOTODOWNLOAD: [www.publishfactory.at/presse](http://www.publishfactory.at/presse)

-----

### **About Northland GmbH**

This Austrian company offers shop-in-shop concepts as well as franchise chains in 36 countries. In China and South America, Northland ranks amongst the best-selling outdoor brands. The company continues to be privately owned by the Pichler family. Gerwalt Pichler, the company founder, was an extreme athlete, frequently dissatisfied with the quality of his sports clothing. In response, he started designing his own clothing for extreme sports beginning in 1973.

### **About NXP**

NXP is a top 10 semiconductor company founded by Philips more than 50 years ago. Headquartered in Europe, the company has 37,000 employees working in more than 20 countries and posted sales of USD 6.3 billion in 2007. NXP creates semiconductors, system solutions and software that deliver better sensory experiences in mobile phones, personal media players, TVs, set-top boxes, identification applications, cars and a wide range of other electronic devices. News from NXP is located at [www.nxp.com](http://www.nxp.com).

## About RF-iT Solutions GmbH

RF-iT Solutions GmbH, Graz, Austria, a company operating in the area of RFID software and services, was established in 2005 through a management buy-out of the "RFID Software and Solutions" business unit of Infineon AG. RF-iT Solutions is the market leader in the strategic segments of the fashion and the automotive industries. The company provides RFID middleware and technology consultancy, devising comprehensive communications solutions to link together business processes, RFID technology and IT. With a staff of 25, the company focuses on the marketing and continued development of You-R® OPEN, a scalable Auto-ID software product and the world's leading RFID operating environment, which serves as a platform for system integrators, software manufacturers and operators. RF-iT Solutions provides system integrators with comprehensive technology consulting, serving them as a technical backbone, so that business processes that have been optimized in theory will also work when implemented in practice. In combination with the knowledge of industry experts, You-R® OPEN enables partners to provide global RFID solutions quickly, with the necessary expertise, thus allowing them to focus on added value for their customers. At its location in Graz, the company operates the „RFID/EPCglobal Test Center" for customer-specific RFID test in cooperation with GS1. The company was awarded the valued European Auto-ID Award in the category of RFID in 2006 for the convincing features of You-R® OPEN, including its functionalities and capacity for integration; it also received the German Innovation Award in 2007.

### Contact:



Dominik Berger, Managing Director  
RF-iT Solutions GmbH  
Hans-Resel-Gasse 17a, A-8020 Graz  
Phone: +43/316/71 11 11, Fax: +43/316/71 11 11-900  
E-mail: dominik.berger@rf-it-solutions.com  
Internet: www.rf-it-solutions.com