

Asset Management / Smart Displays / UHF / Tool Tracking / Business Intelligence / ZigBee / Race Timing / Supply Chain / Retail Inventory Management / Pharma Pedigree / Work in Process / In-Transit Visibility / Access Control / NFC / Tolling / Barrier Control / Real-Time Visibility / Staff Tracking / Patient Tracking / High Frequency / Security / Worker Safety / Smart Shelves / Embedded RFID / Reality Search Engines / IT Asset Tracking / Loss Prevention / Mobility / Low Frequency / Vehicle Tracking / RTLS / Container Tracking / Aerospace / Internet of Things / Active RFID / Smart Objects

The broad adoption of all types of RFID and sensing (RFIDs) solutions shows that the much-heralded promise of the technology goes far beyond the supply chain focus that

generated so much hype over the last decade.

In fact, new innovative solutions where users naturally interact with RFIDs, and where the technology is so integrated and transparent that it disappears into its environment, are becoming commonplace. These innovations point to the fact that the vision of the **Internet of Things** and **Reality Search Engines** embraced by ThingMagic is coming to reality.

Just a few possibilities:

- 1. The Next Revolution in Wireless and Mobility**
How RFID and Sensing Is Automating Identification, Data Collection, and Location Systems



- 2. The Batteryless RFID Imperative in Healthcare**
Patient-Centric Applications That Are Changing the Healthcare Landscape
- 3. Enhancing the Patient Experience with RFID**
"It's Like Angels Singing"



- 4. Hospital Inventory Control with UHF RFID**
What if Your Goods Could Talk?
- 5. Race Timing with RFID**
How Rosie Ruiz Changed an Industry
- 6. RFID for Event & Hospitality Management**
Creating Interactive and Personalized Customer Experiences
- 7. RFID-Enabled Smart Displays**
RFID is the Missing Link Between Online Information and the Real World
- 8. Automating Order Fulfillment with a New Generation of RFID**
Back to the Future
- 9. No Greenwashing Here: How RFID Helps the Environment**
3 Powerful Examples: EV Power Station Billing, Pedal Power, and Recycling
- 10. No Greenwashing Here: How RFID Helps the Environment (Part 2)**
Encouraging Healthy, Green Modes of Transportation with RFID

- 11. No Greenwashing Here: How RFID Helps the Environment (Part 3)**
RFIDs for Recycling Incentive Programs, Waste Hauling Automation & Smart Packaging
- 12. RFID - The New Future of Retail**
Everything Old is New Again
- 13. Specialty Retail Inventory Management with RFID**
From Diamond Dealers to Pawn Shops, RFID Allows Small Retailers to Compete with Big Box Stores



- 14. RFID Enabled Smart Shelves**
Out of Stock? I'm Out of Here!
- 15. RFID Takes on Container Fraud**
Horticulture Partnership Takes a Giant Step for its Industry
- 16. Designer RFID**
Enhancing the Shopping Experience While Boosting the Bottom Line
- 17. Improving Farming with RFID**
Making Hay with RFI
- 18. Construction Management with RFID**
Tool Tracking, Heavy Equipment Management, and Next-Generation 4-Dimensional Building Information Modeling
- 19. Process Manufacturing with RFID**
WIP it Good - Vaillant Group Uses RFID for Automation within One-Man Boiler Manufacturing Process



- 20. RFID for Document Management**
Giving Valuable Documents a Digital Identity
- 21. The House Bets on RFID**
Giving New Meaning to the 'Eye in the Sky'

- 22. E is for Agriculture?**
How RFID Enables Sustainable Forrester Management, Accurate Apricot Harvesting, and Food Safety

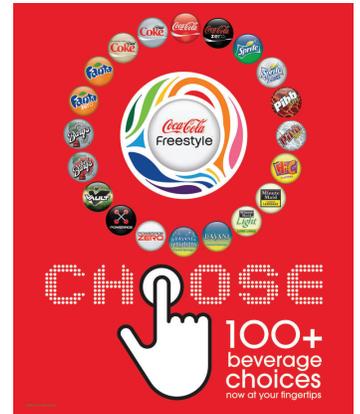
- 23. RFID and Social Networks**
RFID Brings the Digital 'Like' to the Physical World



- 24. The Appliance Approach to RFID**
Combining Read Points and Auditing For Asset Tracking
- 25. Oncology Solution Uses RFID to Improve Patient Experience**
Because it Takes More Than Courage to Beat Cancer
- 26. RFID and the Beverage Marketplace (part 1)**
Thank You Sir! May I Have Another?

- 27. RFID and the Beverage Market (part 2)**
RFID for Wine Production and Anti-Counterfeiting
- 28. RFID and the Beverage Market (part 3)**
Beverage Dispensing Managing the Perfect Pour

- 29. RFID and the Beverage Market (part 4)**
Combating Underage Drinking and Improving the Bottom Line with Patron ID and Point-of-Sale Wristbands
- 30. RFID and the Beverage Market (part 5)**
Serving Up Soft Drinks, Freestyle
- 31. Zebra Earns its RFID Stripes Again**
Low Cost, Item-Level Tagging for Package Verification, Work in Process, Product Authentication, and More



- 32. RFID Helps Deaf Children Learn Sign Language**
Computer Program and RFID-Enabled Toys Designed to Help Preschoolers Learn Faster
- 33. Planes, Trains, Automobiles & RFID**
Transportation manufacturing industry relies more and more on RFID



- 34. Mission Accomplished**
RFID Lends Precision to Fighter Jet Refueling
- 35. RFID on School Busses**
Schools Out, Do You Know Where Your Child Is?

- 36. How to Share Your Car with a Stranger**
RelayRides Provides Access to Your Neighbor's Car with RFID

- 37. RFID Keeps its Cool**
Temperature Tracking in Real-Time for Sensitive Shipments



- 38. RFID for Automobile Production**
From Ford to Fahrvergnügen, RFID Expands the Opportunity to Streamline Production and Lower Manufacturing Costs

- 39. RFID for Border Security**
U.S. Customs and Border Protection Programs Simplify Passage for Pre-Approved Travelers

- 40. Check it Out - RFID for Library**
Media Tracking Significant Growth in RFID for Library Operations Reported

- 41. Cleaning Up Hazardous Materials with RFID**
Manhattan Project Site Uses RFID for Waste Management

- 42. DC-Area Software Firm Partners with National Industries for the Blind**
RFID Technology Aids People Who Are Blind in the Workplace
- 43. Live From Fargo**
RFID for Real Time Visibility in Healthcare - You Betcha
- 44. RFID Predictions**
Embedded Intelligence Drives Epic Innovation

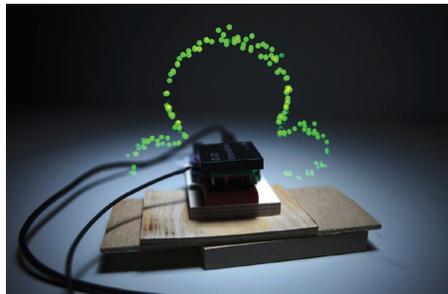


- 45. Smart Buildings**
Passive UHF RFID and the Smart Building Nervous System
- 46. Happy Birthday ThingMagic!**
10th Anniversary Celebrates Key Milestones, Innovative Applications and Offers Predictions for the Future
- 47. RFID for Airport Operations**
Can RFID Help Make the Skies More Friendly?
- 48. RFID Helps Estée Lauder Innovate**
Interactive Kiosks Provide Unique User Experience & New Level of Business Intelligence
- 49. Shredding It with Sensors**
Nokia and Burton Boards Combine the Misty Flip with Mobile Apps
- 50. Don't Lose Your Taser Bro**
Weapons Tracking and Management with RFID
- 51. Traffic Management with RFID**
You Can't Get There From Here (or can you?)
- 52. Automating Point-of-Sale Processes with RFID**
An End to the Supermarket Checkout Line?
- 53. Urban Planning with Building Blocks and RFID Paint Brushes**
Next-Generation Building & Cityscape Modeling
- 54. RFID Puts Las Vegas Under Lock & Key**
Taking Luxury Guest Rooms to the Next Level
- 55. RFID Let's Cars Park Themselves**
The Next Generation Parking Garage
- 56. Cactus Chips**
RFID Helps Protect a Desert Symbol
- 57. Smart Ball**
RFID Will Help Deliver the Fan Experience of the Future
- 58. Milkin' It with RFID**
Robotic Milking Systems Use RFID and Sensors to Increase Production and Ensure Quality
- 59. RFID Gives New Meaning to Train Spotting**
Single View of trains to Improve Railway Safety

- 60. Music Branding with RFID**
RFID to Match the Mood of Clothing with Music
- 61. There's Something in the Air**
RFID Detects Airborne Toxins
- 62. Cup o' Joe to Go**
RFID and Coffee Drinkers Unite to Cut Waste and Time



- 63. RFID for Disaster Management**
Auto ID Technologies Help Deliver Supplies and Locate People During 72 Hour 'Golden' Rescue Period
- 64. Are RFID License Plates Coming Down the Road**
Or Will Google Cars Solve the World's Traffic Problems?
- 65. The New Junkyard Dog**
RFID Helps Sniff Out Hiding Vehicles in Salvage Yards
- 66. Don't be a Hothead**
RFID-Enabled Helmet Designed to Reduce Cases of Heatstroke
- 67. Are RFID Tags on the Ropes?**
RFID Used to Improve Mussel Cultivation
- 68. RFID Hits Center Stage**
Following Opera Singers to Capture the Experience for the Audience
- 69. ThingMagic, a Division of Trimble**
ThingMagic Continues Lead Position as Developer of RFID Technology from Within Trimble Navigation
- 70. RFID and Mud Motors**
A Natural Fit for Natural Resource Exploration
- 71. Automated Video Stores**
A New Way to Rent Movies - Powered by RFID
- 72. Ghost in the Machine**
RFID and the 'Magic' of Nearness



- 73. RFID Replaces Ouija Boards, Witchcraft, and Séances**
Lets the Dead Speak from Beyond the Grave
- 74. Billions of Identities**
Use of RFID Enabled National eID Cards and ePassports is Growing
- 75. RFID Gets Waterproofed**
Helps Control Crowds at the Pool and More
- 76. Man Down Monitoring**
RFID Provides a Safety Net for Workers in Hazardous Conditions
- 77. RFID Put Behind Bars**
Helps Keep the Peace and Cut Costs in Prisons
- 78. RFID for Wander Prevention**
Providing Added Peace of Mind for Elder Care
- 79. RFID Has its Finger on the Pulse**
Tracking Body Movements for a Picture of Health
- 80. India's National ID Card Program**
RFID and Biometrics to Deliver Access to Social Services
- 81. RFID Lets Theme Parks Be Fun for All**
Takes Special Care of Special Needs Guests and Children
- 82. Tons of Pig Iron + 2300 °C Blasts + Big Trucks: Are U-Safe?**
RFID Enhances Safety and More for Steel Manufacturing Plant
- 83. RFID Delivers**
Keeps Your Bundle of Joy Safe and Sound

- 84. RFID for Student Tracking**
Let Us Know What Grade You Think it Deserves
- 85. RFID Left Out In The Cold**
Solution Provides Tracking, Temperature Monitoring & Scheduling for Iditarod Participants
- 86. Can You See Mi Now?**
RFID Addresses Danger of the 'Right Turn' for Urban Bicyclists
- 87. Rings, Spiders, Horsetails, Fish and RFID**
Auto-ID Technology Used to Secure Nation's Largest July 4th Celebration
- 88. RFID and the Miracle of Life**
Delivers Insight into Fertility Cycles and Prevents Mistakes at IVF Labs



- 89. RFID and the Bank Branch of the Future**
Solution Enables Personalized Banking Services and Process Automation
- 90. RFID Gives Surgeons Second Set of Eyes**
Helps Locate Breast Tumors During Surgery with Precision, Without Risk of Infection
- 91. IT Asset Tracking with RFID is not Rocket Science**
NASA Ditches Paper & Pen in Favor of RFID to Locate Valuable Equipment
- 92. RFID for High-Value, Critical-Dose Medication Inventory**
Are You Prepared For The Future?
- 93. Personal Robotics Advance with UHF RFID**
The Future is Closer Than We May Think
- 94. Messages on the Move**
RFID Helps Cheer Marathoners Along New York City Route
- 95. Find It, Play It - with RFID**
Will This Golf Ball Location System be A Holiday Hit?
- 96. RFID for Counting Bees. Really?**
Beekeepers, Farmers, Buyers and Consumers Benefit from Hive Monitoring
- 97. The Next Big Step Toward a Multi-Scale Wireless World**
Will Consumer Use of NFC Drive Widespread RFID Adoption?
- 98. RFID and The CSI Effect**
Efficiently Tracking Evidence from Collection to Storage
- 99. RFID Migrates Upstream**
Could This Mean the End of Human-Injected Hormones and Antibiotics in our Food?
- 100. 100 OF 100 Uses of RFID**
Use Your Imagination. Just Add RFID.



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