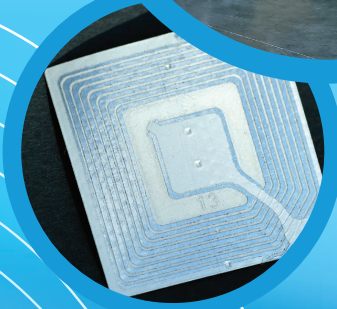


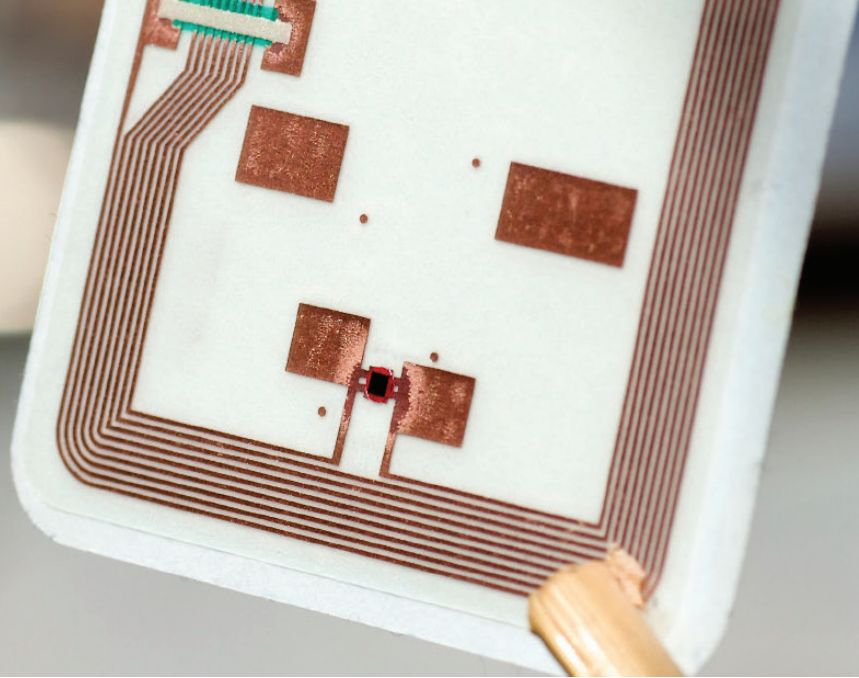


Smart Technology. Delivered.™

RFID

Laird your RFID antenna provider





RFID

Radio Frequency Identification (RFID) technology allows an organization to capture, move and manage information to and from every point of activity within a business more easily than any other technology before. RFID uses radio waves to exchange data between an RFID reader and an electronic RFID tag. The RFID tag is attached to an object, such as a shipment of goods. When the goods pass within a certain distance of a reader, the information or data on the tag is exchanged or “read”, thus allowing organizations to track the movements of products and goods.

The use of RFID gives businesses access to real-time inventory and asset management, with fewer errors and increased productivity. From inventory, shipping and receiving to supply chain management, applications of RFID technology can be beneficial for any industry.

General Benefits of RFID



Transmits data up to several yards away



Reader does not have to be in direct line of sight to the tag



Ability to read multiple tags at a time, unlike UPC or bar codes



Indoor and Outdoor options



Multiple frequency bands



Rugged design for industrial and warehouse environments

RFID In Your Industry

RFID technology is ideal for a variety of applications. This technology works effectively and efficiently in industries with large amounts of inventory. Today, RFID technology is frequently used in businesses from warehouses and distribution centers, to airports and hospitals in order to keep track of inventory and assets.

Laird's broad offering of RFID products are designed to allow businesses to run efficiently and accurately. Applications of this technology are limitless and our product solutions have been used in a variety of markets.

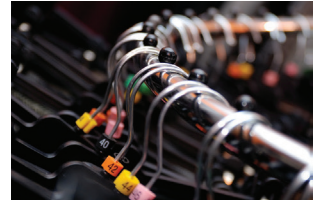


Medical

Tracking medical equipment, supplies, documents and even patients can be a difficult task in the healthcare industry. Utilizing RFID technology can help streamline this process and assist hospitals in reducing stolen equipment and increasing patient safety while keeping costs down without additional staff.

Retail

The use of RFID technology in retail environments helps ensure the shelves are always stocked. RFID inventory checks are automatic, so they are real-time and more efficient than manual inventory checks. Managers can always know what they have in stock and when they need to make additional orders.



Manufacturing

RFID technology can be used in manufacturing to track goods from the moment they enter the operation through, assembly and shipment. This assists managers in monitoring the speed and accuracy of the production line, inventory levels and quality assurance.

Distribution Centers & Warehouses

It is important for distribution centers and warehouses to be fast and accurate when shipping and receiving products. Using RFID technology helps to cut time and errors. It also provides up-to-date information on what products are where, without actually having to open every box, so workers can focus on processing additional orders.



Transportation

Baggage handling is a perfect opportunity for the transportation industry to utilize RFID technology to help reduce labor costs while also increasing efficiency of baggage sorting. Using RFID to help track luggage ensures bags are in the right place at the right time ultimately resulting in cost savings and happy customers.



Why Choose Laird?

Laird is the leading provider of RFID antennas for high-performance reader applications throughout the world. From proprietary testing systems to our high standards for quality and services, including Artificial Intelligence Optimization (AIO) bringing novel designs to market with unmatched performance; compatibility with any reader, our RFID antennas are designed to work with virtually any reader available ; products for a variety of applications, we have a solution that will fit your needs, no matter what your requirements are; global functionality, our products come in a wide range of frequencies and standards that will ensure your RFID antennas will work across all of your locations around the world; industry leading quality of service, all of our products are backed by a worldwide service and support network.

Laird provides systems, components and solutions that protect electronics from electromagnetic interference and heat, and that enable connectivity in mission critical systems through wireless applications and antenna systems.

We are a leader in the design, development and delivery of innovative technologies that enable people, organizations and applications to connect efficiently and effectively. With a proud history stretching back to 1824, Laird has been at the forefront of technological innovation for almost two centuries. And we continue to deliver.

Our reputation has been built on three guiding principles:

- Innovation- putting our in-depth knowledge of the latest materials and processes to work in creating outstanding products for our customers.
- Reliable fulfillment – delivering what our customers need to their exact specifications, on time and on budget, and in the quantities required.
- Speed- rationalizing the design and delivery cycle to minimize the time from initial concept to final implementation.



What Sets Us Apart



MISSION

A trusted partner delivering technology to the world through innovation, speed, & reliable fulfillment.



VISION

A world where smart technology enables virtually everything to sense, think and communicate; transforming our way of life and empowering us to do more than we can imagine



CULTURE

Working as a global team of talented individuals to make a difference for our employees, business partners and our world

We have an unwavering commitment to being honest and ethical in all situations and treating each other with dignity and respect.

We create an open and engaging environment that thrives on high energy, adaptability and delivering on our commitments.

Laird is a place with great opportunities for personal and professional growth for those who work hard, are willing to learn and deliver results.

29

engineering and manufacturing sites globally

18

customer/market awards in 2013-14

10Bn

parts supplied to one client

115+

year heritage

9,000 employees in
50 locations covering
5 continents and
19 countries across the globe



DESIGN



RAPID PROTOTYPING



PRODUCTION



SCALE



SOFTWARE



SYSTEM INTEGRATION



SERVICE

Laird Family of RFID Product Solutions

General Purpose Antennas

Laird's robust general purpose RFID antennas provide high-performance functions across all popular domestic and international UHF RFID frequencies for indoor and outdoor use. Industry-renowned design methodology achieves maximum efficiency and performance across the entire frequency band. General purpose antennas are ideal for warehouses, distribution centers, transit terminals, airports and hospitals.

Near Field Antennas

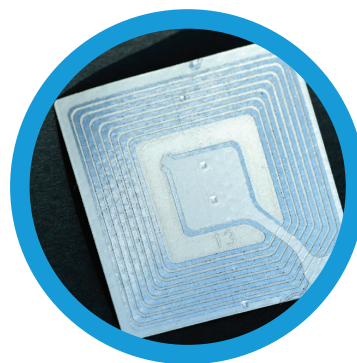
Laird's RF system engineering and antenna design technologies improve RFID read rates by optimizing the reader-tag communication link in this unique application environment. There are no hot-spots or dead-spots, ensuring reliable tag reading no matter where the tag is placed on the antenna surface. These antennas are best suited for retail POS, kiosk, pharmacy, hospital and tag writing markets.

Special Application Antennas

Laird's offers innovative antenna systems that give the operator ultimate system flexibility. Available in a wide range of frequencies and mounting styles, our special application antennas provide multiple options to fit virtually any need. These antennas are robust, resistant to damage and weatherproof, making them ideal for industrial uses including in warehouses and on forklifts.

Internal Antennas

Laird provides advanced internal high-performance RFID antenna design that functions across all popular domestic and international UHF RFID frequencies for indoor and outdoor use. Our embedded antenna comes with a wide range of connector and cable options and has been put to use in markets that include warehouses, distribution centers, transit terminals, airports and hospitals.

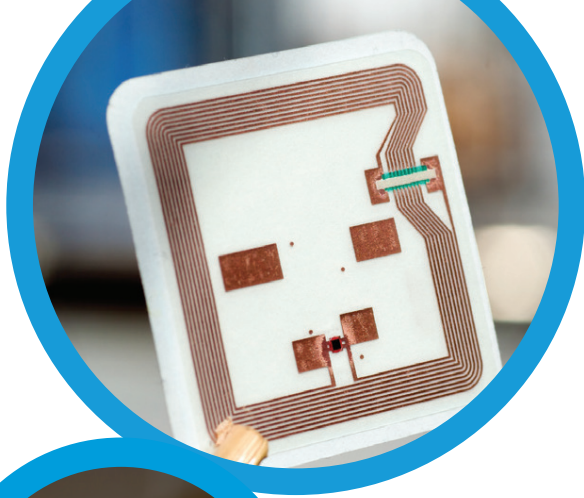


Laird RFID Comparison Table



ANTENNA		GENERAL PURPOSE	NEAR FIELD	SPECIAL APPLICATION	INTERNAL
ENVIRONMENT	Business Class	●			
	Industrial class- Indoor	●	●	●	●
	Industrial class- Outdoor	●		●	
Polarization		Right & Left Circular	Dual-Slant 45 Degrees Left Circular	Right & Left Circular	Left Circular
MOUNTING	Flush	●	●	●	
	Optional Mast/ Wall Bracket	●			
	Table Top		●		
	Mast			●	
	Wall			●	
	Standoff				





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