



# RFID

## Smart Retail Solutions

## RFID零售智能解决方案

**ETAGTRON®**  
伊泰特伦

*Leading into Retail Intelligent Times*  
引领进入零售智能时代

# RFID介绍

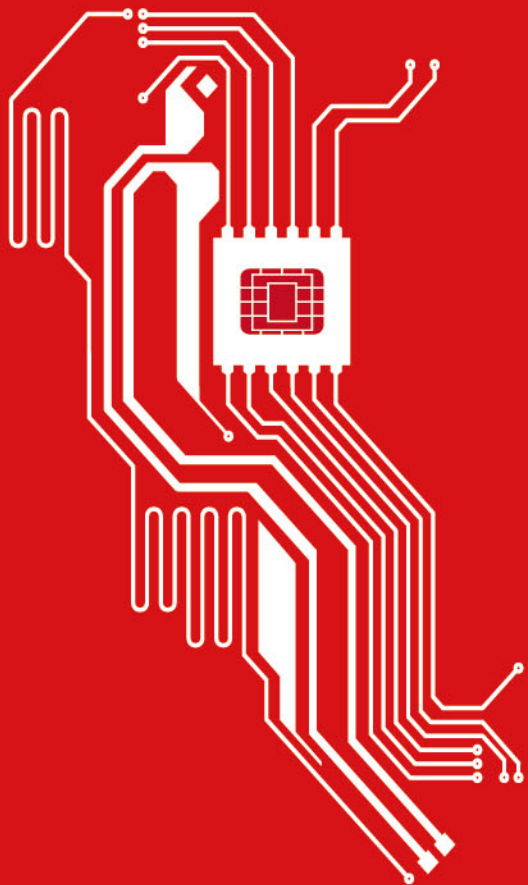
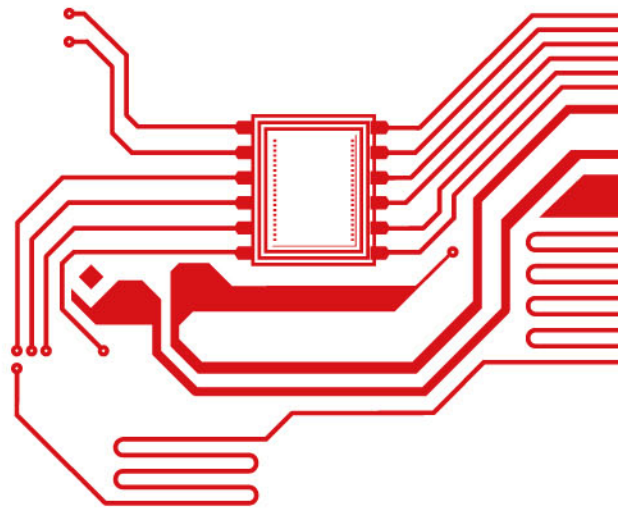
## RFID Overview

### ▶ 无线射频识别技术

RFID = Radio Frequency Identification

是通过射频信号自动识别目标对象并读取相关数据的一种技术

- ▶ 特点是实现非接触双向通信，无需接触便可自动完成识别过程  
To achieve non-contact two-way communication, automatic identification process without contact
- ▶ 即可支持只读工作模式，也可支持读写工作模式  
Support read-only mode and input/read mode



- ▶ 目前最佳货物追踪手段，优于条码识别技术，可动态识别运动甚至高速运动物体并同时识别多个电子标签

The best goods tracking method at present, better than the bar code recognition technology, dynamic recognition of moving even the high-speed movement of objects and also multiple tags

- ▶ 识别距离大，能适应恶劣环境

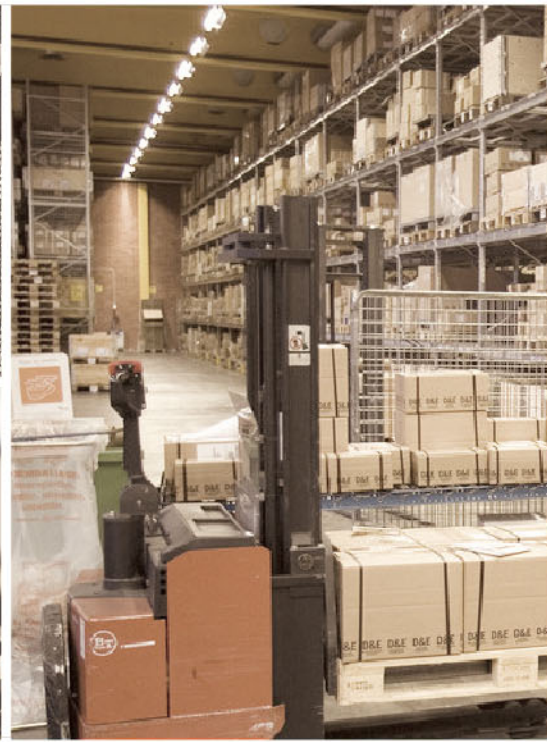
Long recognition distance, adapting the harsh environment

- ▶ RFID技术应用于对物品个体的识别和管理，是继条形码技术后再次变革供应链模式的一项新技术

The application of RFID technology in the identification and management of individual items is a new technology after bar code technology's transformation of supply chain model

# RFID零售智能解决方案

RFID Smart Retail Solutions



服装供应链可视化 Apparel supply chain visibility

商品实时追溯 Product tracking in real time

防盗、防伪以及防窜货 Anti-theft/counterfeiting/dumping

提高库存准确率 Increase inventory accuracy

减少人为出错率 Reduce error rate

增强店铺管理 Enhance store management

提升顾客购买乐趣 Improve shopping happiness

帮助实现销售增长 Boost retail sales

# RFID 标签解决方案

## RFID Label Solution

防伪、防盗、防窜货，有效提升品牌价值

Anti-counterfeiting/theft/dumping, elevate brand value



**RFID吊牌**  
RFID Hang Tag

### A. 薄型款 Ultra-thin Tag

已复合的RFID 吊牌，卷状成品并可批量打印写入数据。  
Converted RFID tag in roll for printing and encoding

### B. 厚型款 Thick Paper Tag

RFID Inlay复合在硬吊牌纸板内，外观可定制。  
Converted by RFID Inlay in customized-graphic paper tag



**RFID不干胶标签**  
RFID Adhesive Label

具有粘性的RFID Inlay 标签，可直接粘贴于现有吊牌背面使用。

Adhesive label with RFID Inlay, easily sticking on graphic paper tag



**RFID织唛标签**  
RFID Fabric Label

嵌入在织唛标签内，可缝制在衣服内侧

Converted by RFID Inlay on the inside of garment



**RFID洗唛标签**  
RFID Care Label

将RFID Inlay缝制在洗水唛里

Converted by RFID Inlay on care label



**RFID硬标签**  
RFID Hard Tag

### A. RFID 硬标签 RFID Hard Tag

将RFID Inlay放入硬标签内，直接扣于衣服上，可重复使用  
Reusable and converted by RFID Inlay

### B. RFID 钉 RFID Pin

配合EAS防盗硬标签使用，具有RFID识别和EAS防盗双重功能  
Integrate with EAS hard tag, RFID+EAS dual functions

# RFID 编码中心

## RFID Encode Bureau



### RFID标签唯一性，实现服装单品级身份化及可追溯性

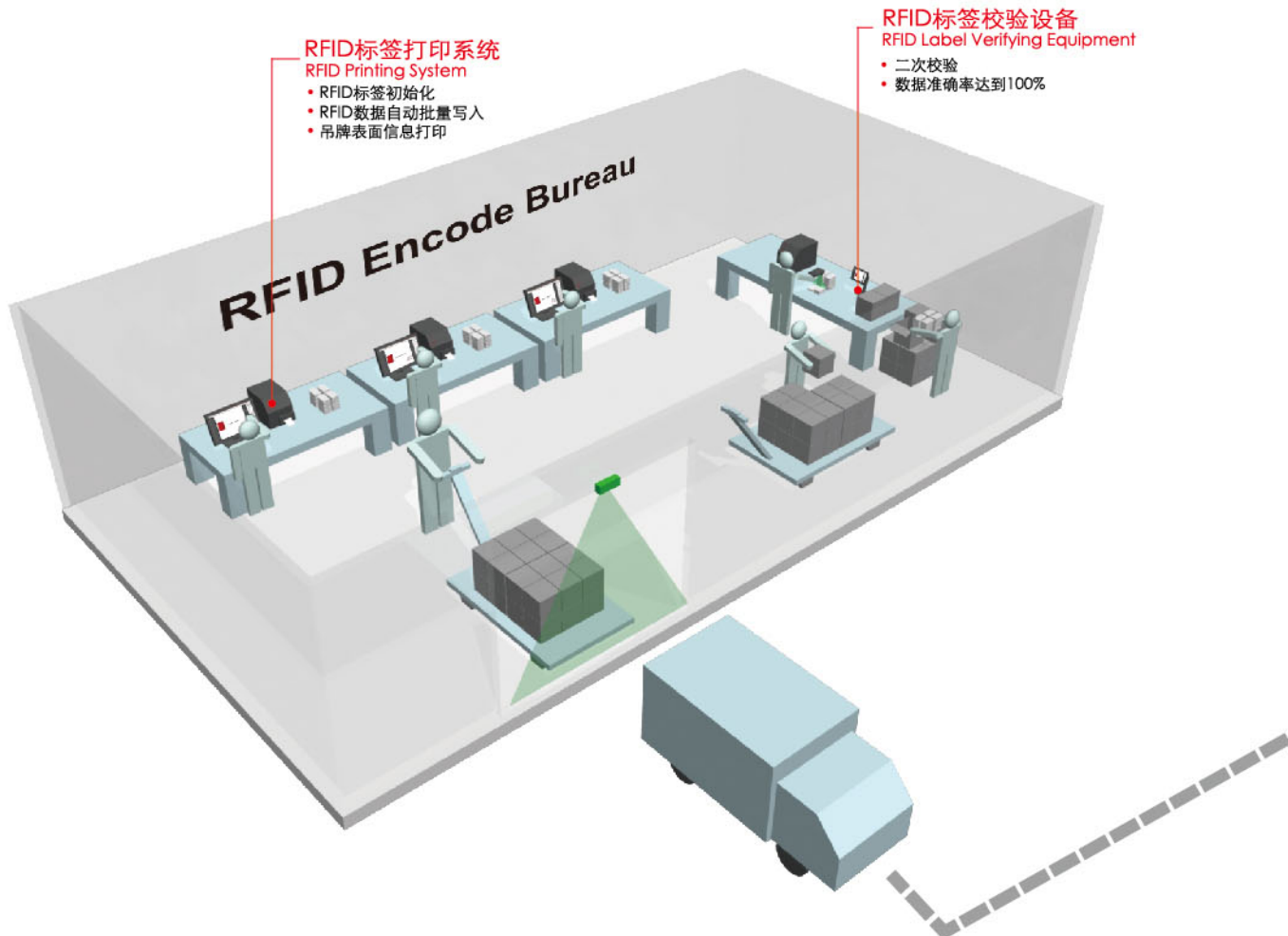
Item-level RFID label with identification and tracking feature

RFID标签初始化，RFID数据的自动批量写入（或单张写入），吊牌信息打印，RFID标签性能二次校验，确保RFID标签读取性能最佳，数据准确性达到100%。

RFID label initialization, encoding in batch quantity (or by single tag), label printing, RFID label verifying in 100% accuracy

### RFID 编码系统 RFID Encoding System

- 高速的处理能力和吞吐量，有助于提升效率  
High-speed process capability and capacity to increase efficiency
- 精确的编码算法，确保标签数据的唯一性  
Accurate encoding to ensure data uniqueness
- 不改变用户现有的SKU结构  
No change of exiting SKU structure
- 吊牌自定义排版  
Customized design
- 接口丰富，可以与用户现有的系统对接，减少开发成本  
Abundant interfaces for existing system to reduce developing cost
- 专业灵活的打印控制管理，支持主流RFID打印机  
Professional and flexible printing control management supporting for mainstream RFID printers
- 准确安全的二次校验功能  
Double verifying accurately and safely



# RFID 智能仓储管理解决方案

## RFID-based WMS Solution



### WMS系统智能化，轻松实现高效仓储作业

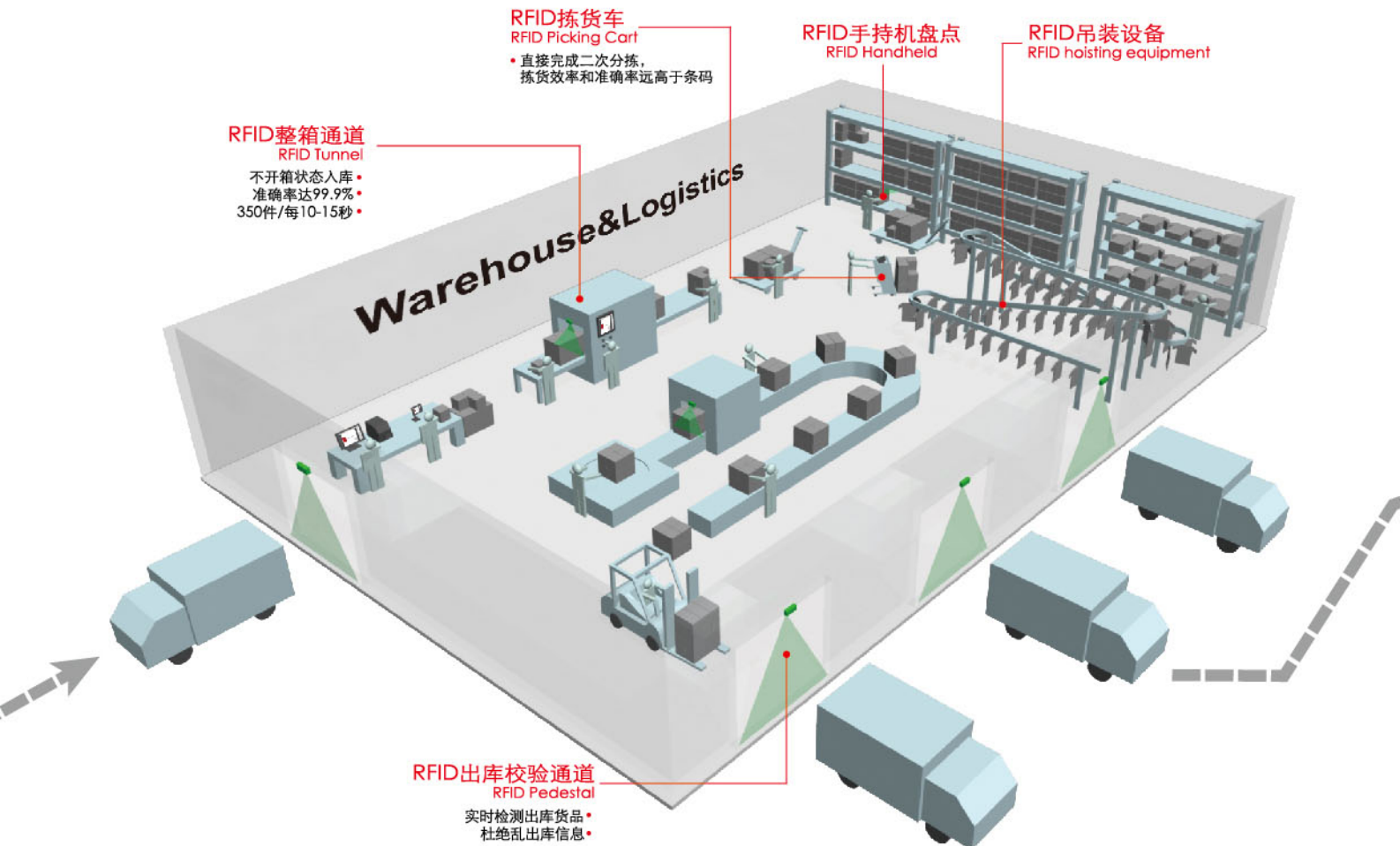
RFID-based WMS providing optimal efficiency in warehouse

RFID自动识别技术应用于仓储管理各个环节如：入库、上架、分配、拣货、盘点、移库、出库等，能快速高效准确地对货物数据进行采集，通过Etagtron®智能仓储管理系统与ERP系统接口，实现业务单据的实时连接和数据交换，进一步延伸和扩展ERP系统的管理效能。

RFID technology is in the application of whole warehouse procedures including inbound, uploading, assortment, picking, stocktaking, transferring and outbound. Efficient data capturing in high speed to create real-time data transaction by interface with ERP to further improve ERP function

### RFID智能仓储管理系统 RFID-Based WMS

- 应用模块：RFID 中间件管理、物料资料、  
供应商资料、系统设置、用户管理等  
Application Module: RFID Middleware, material management, material list, supplier list, system setup, user management
- 数据分析模块：综合统计分析管理  
BI module: Statistics analysis management
- 通过ERP 连接，实现实时数据对接  
Interface with ERP for real time data
- 手持式 RFID 采集设备 通过 WIFI 进行数据传递  
WiFi enabled RFID handheld capturing data
- 仓库管理模块：入库、发货、转仓、存货、盘点、  
拣货等  
WMS module: inbound, delivery, transfer, stock-in, stocktaking, picking



# RFID 智能零售门店解决方案

## RFID Smart Retail Store Solution



库存管理可视化、门店管理简易化、客户体验差异化、商品防盗智能化

Stock visibility, store management facilitation, customer experience differentiation, smart EAS

- 智能交互终端  
Smart interactive terminal
- 智能 POS 终端  
Smart POS
- 智能货架  
Smart shelf
- 智能防盗  
Smart EAS
- 智能试衣间  
Smart fitting room
- 智能库存管理  
Smart inventory management

### RFID 智能零售门店管理系统 RFID Smart Retail Store System

独特的购物互动体验，提高品牌忠诚度  
Unique interactive shopping experience to increase customer brand loyalty

减少缺货率，提高促销力度  
Reduction in out-of-stock(OOS) rate to optimize promotion

自动批量结账，简化补货、调货及退货流程  
POS in group and simplify replenishment, transfer and return process

全面智能化管理，实现销售额增长  
Overall intelligent management to boost sales

提高库存盘点准确性，降低人工时间成本  
Improve stock accuracy to reduce labor and time cost



# 关于伊泰特伦®

## About Etagtron®

伊泰特伦射频技术（上海）有限公司（原“上海超星科技有限公司”）是一家集研发、生产、销售于一身，面向零售市场并提供全方位的EAS安防产品及解决方案的高科技企业。同时采用物联网RFID采集感知技术，深耕于零售管理应用，也为各行业提供专业的RFID系统解决方案，并多次荣获上海市高新技术成果转化项目及多项国家专利证书。公司旗下品牌包括伊泰特伦Etagtron®，诺瓦特伦Novatron。

E-Tagtron, Inc. (formerly Shanghai Superstar Technology Co., Ltd) is a high-tech enterprise which researches, develops and manufactures EAS, security tag and provides RFID-based smart retail solution. By deploying cognitive RFID technology from IOT, we have plowed deep into retail management application and offered professional RFID solution for all sectors. Meanwhile, we have been awarded 'High-tech Achievement Transformation Project' certificate and many patents. Our brands include Etagtron® and Novatron.

伊泰特伦Etagtron®是全球RFID射频识别技术领域里具有影响力的品牌之一，以尖端的RFID技术和多元化的软硬件系统而著称。自2004年起在上海创立了RFID技术研发中心，专注于RFID中间件及RFID与行业应用程序的无缝对接研究。其RFID智能零售解决方案以及基于RFID技术的WMS仓储管理系统已在香港地区和欧洲的服装、药品、化妆品、食品、电子等多个行业内有成功应用。

Etagtron® is mainly focusing on RFID technology and software and hardware in retail sector. Traced back in 2004, Etagtron® set up RFID research center in Shanghai, focusing on RFID middleware and system seamless connection development. RFID-based smart retail solution and WMS have been deployed by many successful cases in apparel, pharmaceutical, cosmetics, food and electronics industries in HK and European countries.



伊泰特伦射频技术（上海）有限公司  
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