

# Then vs Now

Dating back to ancient times, retail has gone through a lot of changes. From small corner shops to big department stores, over catalogue and TV shopping, to omnichannel 24 hour shopping. Today's technology allows retailers to be much 'smarter' and quicker, making better decisions when having real-time information about what's in the distribution center, in a store stock room, on the shelf, in a fitting room, or being purchased.

NXP's **UCODE** chips provide retailers with these important data points, by enabling fast, accurate and low-cost tracking of just about any item in the supply chain.

Without **RFID**



With RFID



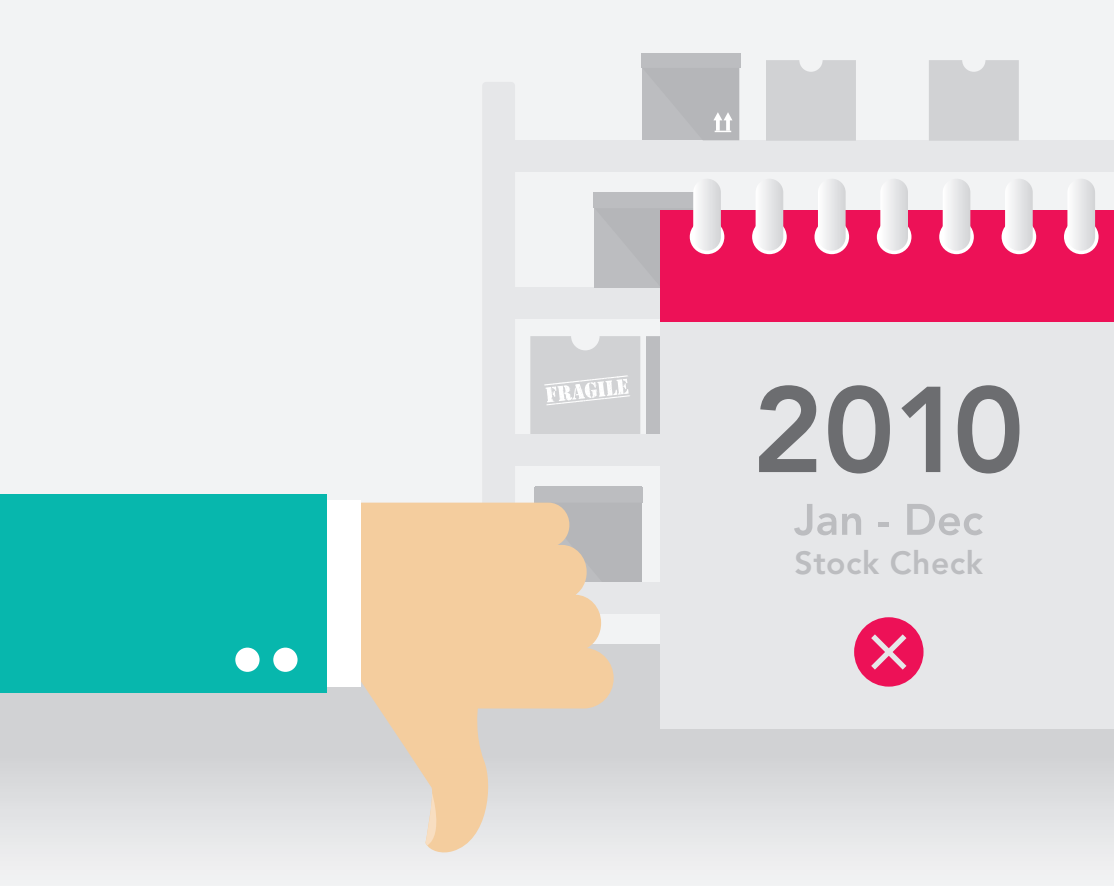
An armada of people counting the stores inventory for about **1 WEEK**



One person counting the stores inventory for about **1 HOUR**



Physical inventory counts  
**400/H**



Inventory counts with RFID  
**20,000/H**



**'SORRY WE'RE CLOSED'**  
single channel shopping



**'BUSINESS ALWAYS WELCOME'**  
24 hour omnichannel shopping



Little knowledge about **STOCK...**



Up to 20% more sales due to stock knowledge and product availability



Long waiting lines, cumbersome  
**EAN CODE SCANNING**



Quick scanning of product without searching for EAN CODE



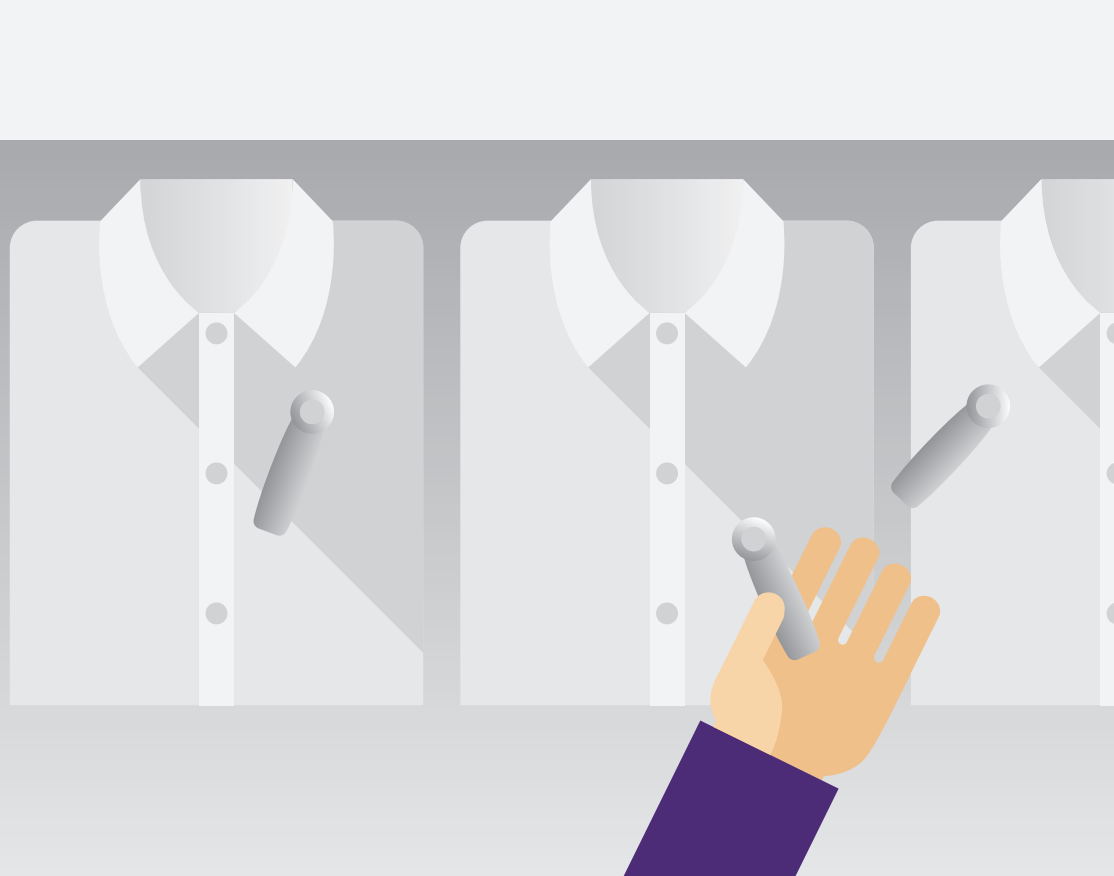
**65%** Shelf Accuracy



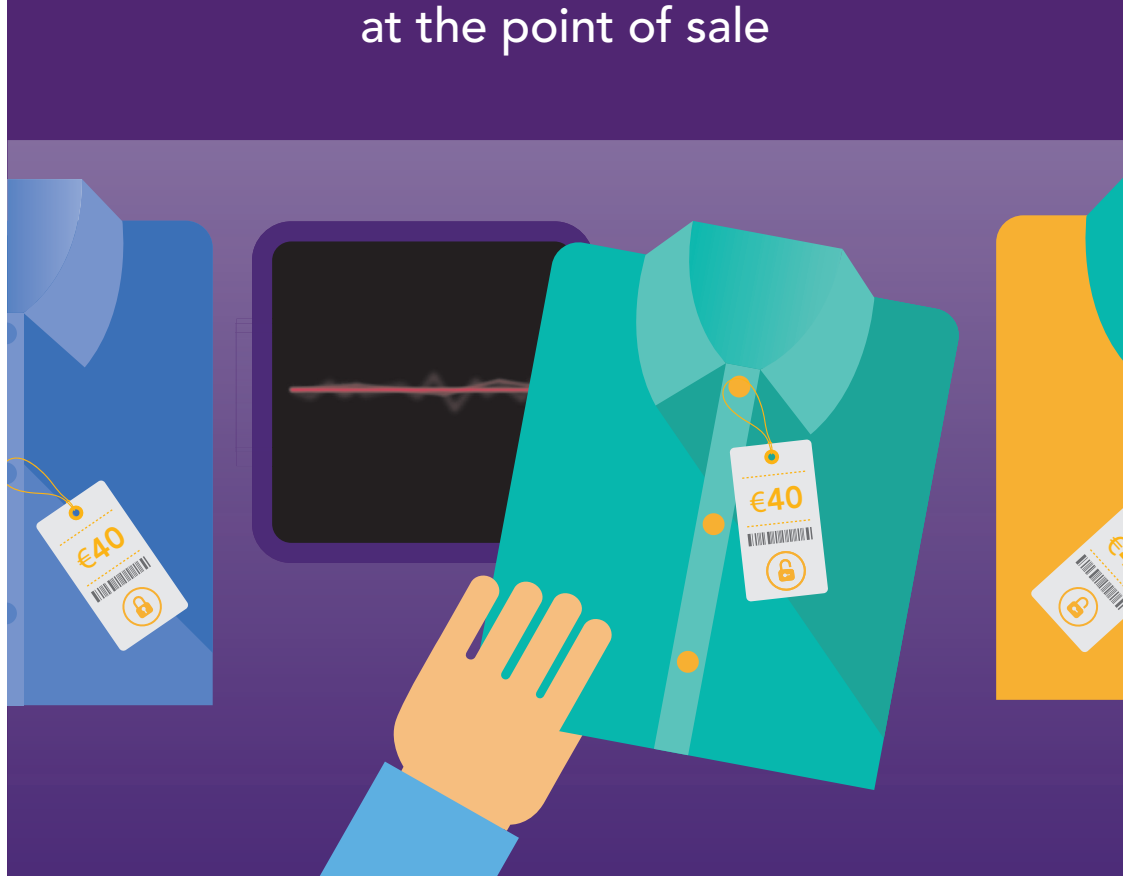
**99 - 100%** Shelf Accuracy



Manual removal of **EAS THEFT** prevention tags at the point of sale



Theft prevention integrated into clothes tag with **AUTOMATIC DEACTIVATION** at the point of sale



For more information, please visit:  
<http://bit.ly/RFIDRetail>

