

Federal Trade Commission

Workshop on RFID

Current and Anticipated Uses of RFID Technology

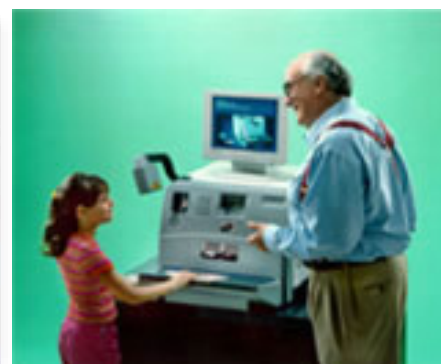
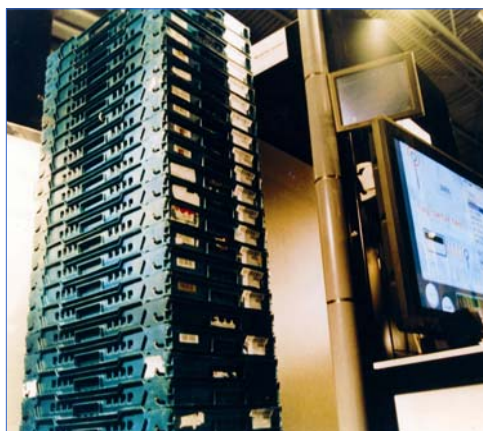
William Allen
Texas Instruments, Inc.
TI-RFID Systems

TI-RFid: 15 Years of Innovation

- **Strong heritage of innovation at Texas Instruments**
 - Jack Kilby, inventor of the integrated circuit, Nobel prize winner
- **TI-RFid established as a business unit 15 years ago**
 - Surpassed 300 million tag milestone
 - We focus on passive tags and reader products sold through distributors and integrators
 - Active participant in standards bodies, ISO/IEC, ANSI, now EPCglobal
 - Awards for engineering, marketing and innovation

TI-RFid Application Milestones

- 100 million keys for anti-theft
- 30 million in livestock tracking
- 20 million library books
- 7 million using Exxon/Mobil Speedpass
- 4 million trays tracked by Marks and Spencer



THE BUSINESS
DIFFERENCE

A New Innovation...

All drivers recognize their cars...
Some cars recognize their drivers.

Smart
Access
From
Lexus



SmartAccess

With the revolutionary SmartAccess option, you can lock and unlock your doors, open the trunk and turn the ignition switch—all without having to take your keys out of your pocket or purse. As soon as the sensors detect the presence of your SmartAccess key, the door unlocks when you touch the handle. No more fumbling for your keys in the dark or while carrying groceries. It will even turn on the illuminated entry system with puddle lamps.

2004 **LS**

RFID in Action...



Warehouse, supply chain, logistics

Currently tagging at case and pallet level, streamlining and reducing costs



Chip wafer manufacturing

Tagging at the tray level to insure work processes are performed

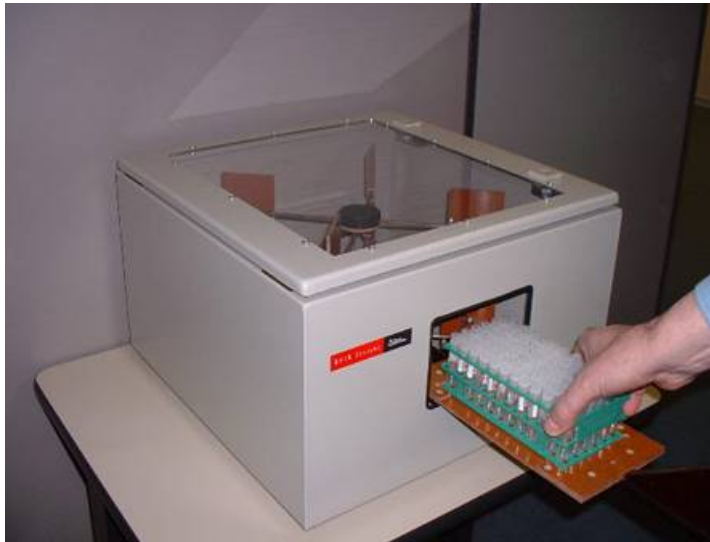


Product authentication

Protects brands and ensures consumers get what they pay for

THE BUSINESS
DIFFERENCE

RFID in Action...



Test tube tracking
Ensures accuracy and
tube identification,
protects patient
safety

Major
Marathons
Participant
authentication
and timing



Livestock
tracking
Protecting food
supply and
quality



THE BUSINESS
DIFFERENCE

RFID in Action...



Toll tags,
parking lot
access

Saving
consumers time
and reducing
emissions



Building access
control, security

Protects
corporate assets
and employees



Event access,
ticketing

Consumer
convenience

More RFID Applications

- Keeping miners safe in Great Britain
- Keeping children safe at theme parks
- Keeping hospital patients from getting the wrong blood type
- Insuring injured soldiers in Iraq get the right medical procedures
- Tracking tree growth patterns in the state of Washington
- Tracking critical files in law offices
- Providing secure access for the Academy Awards
- Tracking salmon migration patterns
- And on and on...

State of the Market

- RFID Is not “Emerging” Anymore
 - More than a billion transponders deployed world-wide
 - RFID has been delivering an ROI
 - RFID has created new markets
 - Benefiting consumers for many years
- New technologies, new opportunities
 - Is there a better way?
 - Presents an opportunity to re-think, re-deploy, and to re-engineer the enterprise
 - For consumers, new conveniences, more safety and security

Getting a Few Things Straight

- There is no perfect frequency
 - Low Frequency - 134 kHz.
 - High Frequency - 13.56 MHz.
 - Ultra-high Frequency (UHF) - 900 MHz.
- RFID is **NOT** a cure for bad business practices
- RFID industry has, and will continue to respond to concerns about the technology
- To get this right, it takes collaboration between technology companies, industry organizations, governmental agencies, and end-user/consumer groups

And the Winner is...

- RFID will bring new business opportunities and stimulate the high-tech sector
- RFID will help increase business profitability through cost reductions and new efficiencies
- RFID will make the lives of consumers safer, more secure, easier and more convenient
- Everybody is a winner

Thank You.

William Allen

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