

Fine Tuning: Advancing the RFID Industry

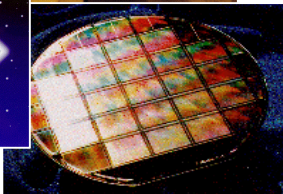
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Texas Instruments Incorporated

- **Global provider of innovative DSP and Analog technologies to meet customers' real world signal processing requirements**
- **\$9.83 Billion (2003 Revenues) with manufacturing, design and sales operations in 25 countries**
- **Leader in Wireless and Broadband:**
 - # 1 Supplier of DSPs – growing faster than market (1 GHz – world's fastest)
 - # 1 or # 2 position in all broadband markets
 - > 2.9B cell phone components shipped
 - 10's of millions of wireless application processors shipped



**THE BUSINESS
DIFFERENCE**

TI & RFID – 15 Years Service

- **TI-RFid established as a business 15 yrs. ago**
- **# 1 Global Supplier of RFID Transponders¹**
 - 400 million transponders in the field
 - The technology behind ...
 - ISO standard smart labels – Tag-it™
 - American Express ExpressPay™
 - Exxon Mobil Speedpass™ -- 7 million users
 - Majority of car anti-theft systems world wide
- **Active in global standards bodies, ISO, IEC, EPCglobal**
- **Hundreds of applications across dozens of industries**
- **Broadest product line of tags and readers**
- **Recognized market leader**
 - Frost & Sullivan Market Eng. Awards (2003, 2000)
 - Frontline Solutions Top 10 Supply Chain Co. (2002)



Industry Challenges/FCC Role

- **Rules to define RFID systems – faster and broader in scale**
 - RFID is a multi-million \$ industry poised to be multi-million \$ market
 - Growing economic impact on par with FCC's role in broadcast and wireless
- **Rules for UHF RFID solutions to support supply chain applications.**
 - Forward link modulation vs. reflected
 - CW power levels to improve sensor applications
 - Special connectors antennas
- **Rules at 13MHz; use for anti-counterfeiting and tracking (e.g. Pharma)**
 - Higher power levels for greater range
 - Leverage anti-collision capability for dense tag populations
- **Support rule making in China and Korea to avoid incompatibility**

Summary

- RFID – marching toward billions of tags deployed globally
- May necessitate RFID specific rules
- Demands fast, yet careful study
- Requires international regulatory cooperation
- End Result: benefits for entire value chain

THE **BUSINESS**
DIFFERENCE

Thank You!

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