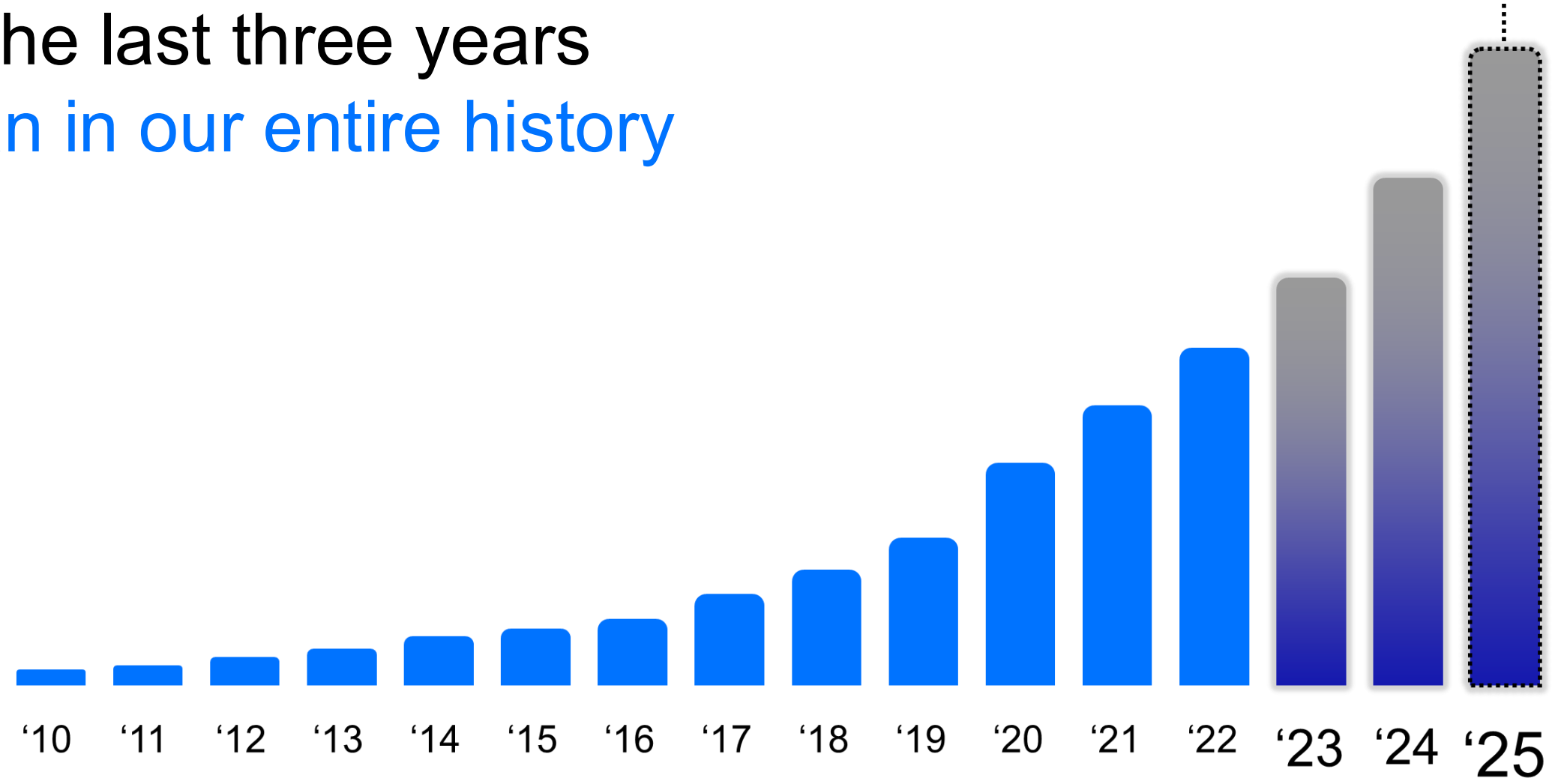
The Future of Data-Driven Solutions

RFID Forum 2025

Ralf Kodritsch
Sr. Director, General Manager UCODE
RFID Solutions

We have created more data in the last three years

than in our entire history



Source: 2024 Statista


We generate data
from everywhere



HAS BECOME THE BACKBONE OF MODERN INDUSTRIES



CHALLENGE & OPPORTUNITY

Unlocking trillions of data points

HOW CAN WE TAG EVERYTHING?

RAIN RFID

Transforming any item into a smart product that serves as a valuable data point



The Promise of



RAIN RFID

- Reliability
- Interoperability
- Sustainability
- Profitability

Leveraging tag data across workflows to enhance business processes and improve efficiency with increased level of automation.

What should the RAIN Industry do to drive adoption?



Ease of implementation



Standards-based approach



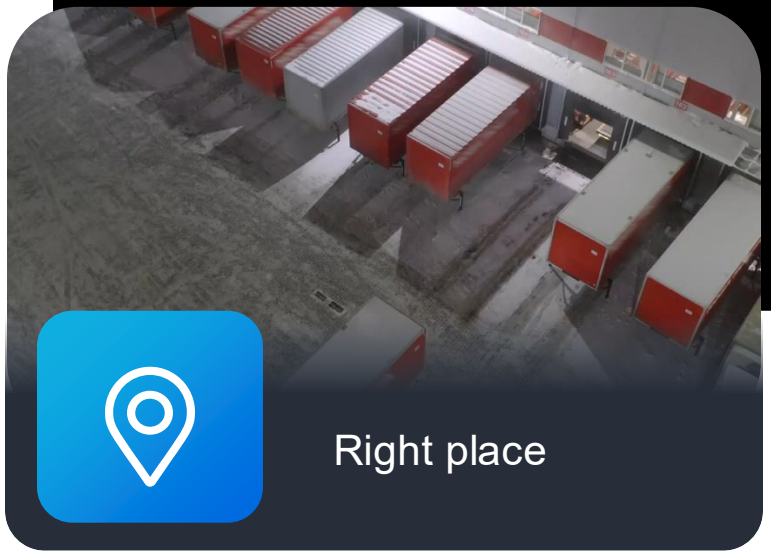
Deliver high quality solutions


Bringing together
RAIN RFID
&
AI

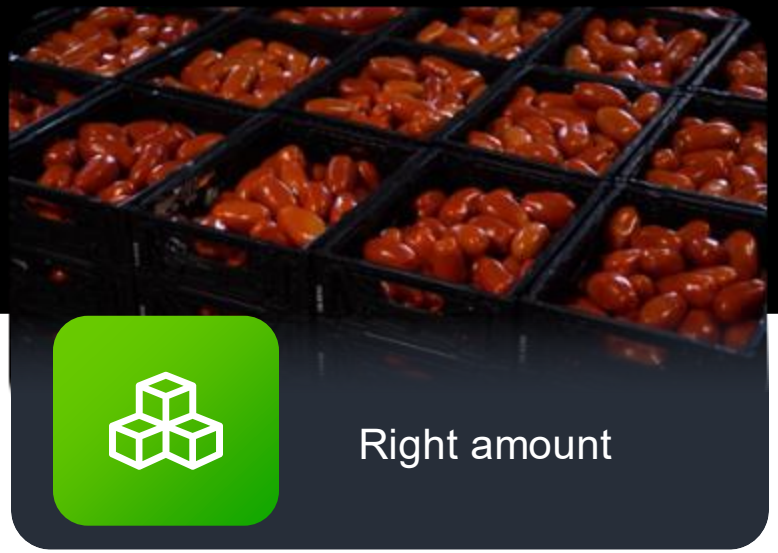
Goods Arrival

Goods Receipt

Sorting



Right place



Right amount



Right product

Multimodal GenAI @ Edge with Voice UI

Model: LLaVA - Large Language and Vision Assistant



CANCEL


Ai
Ai
Next level of analysis and actions
4
3
2
1

$12.6B
annual revenue

33,100
talented team

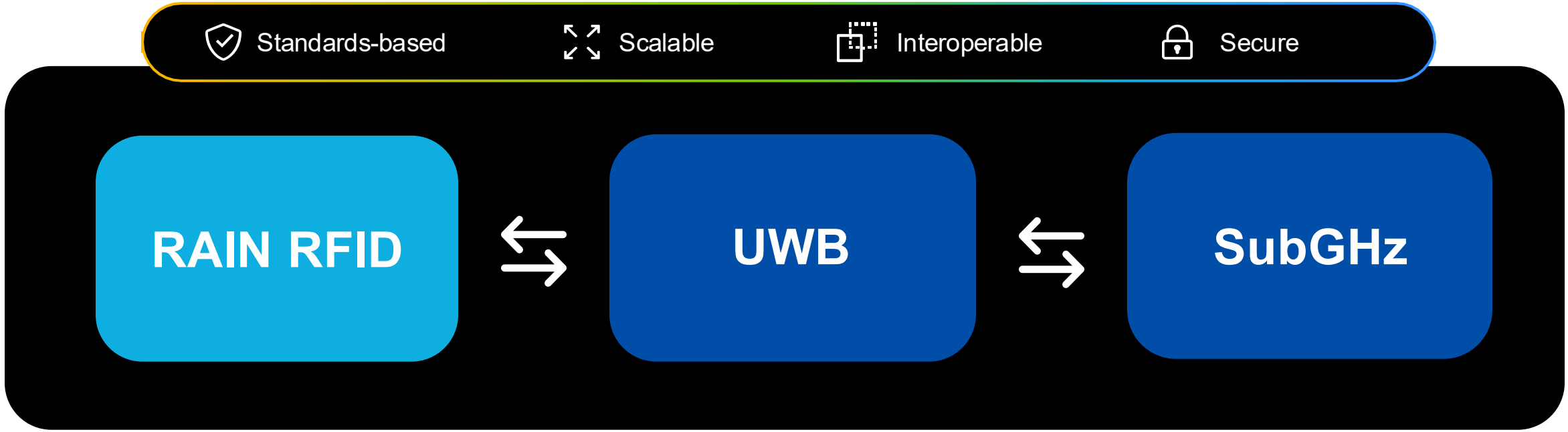
Present in
30+
countries



Success stems from the synergy of diverse systems working together seamlessly.

ZEBRA

Technologies that complement each other seamlessly in a growing ecosystem



NXP

A future, where every item tells a story of its origin and its journey to unlock the true potential of data.



Thank You



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