

RFID Update
THE RFID INDUSTRY DAILY

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Will Smith, Editor

Today's RFID Update

1. [Featured Sponsor: LogiPharma 2009](#)
2. [Editor's Note](#)
3. [Classified Listings](#)
4. [Top Story: Item-Level RFID Pilot Sees Major Benefits, Proves ROI](#)
5. [Vertical News](#)

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Editor's Note: Today's top story is Australian telecommunications provider Telstra's completion of a successful item-level RFID pilot in which the company tracked 15,000 cellular phones across the supply chain to its retail outlets. The benefits were considerable, and the company may expand the rollout next year.

ABI Research has released its latest RFID Vendor Matrix, which ranks vendors' positions according to technology innovation and actual implementation in the market. This matrix looks at specialty UHF tag vendors. [Conduley](#) ranked at the top, followed by [Omni-ID](#) in second and [William Frick & Company/TRQI](#) in third. The [announcement](#) has more details.

Semiconductor manufacturer [NXP](#) and [Siemens](#) today [announced](#) their collaboration on a pharmaceutical-tracking project at NXP's RFID facility near Graz, Austria. The Siemens IT Solutions & Services team designed a pharmaceutical tracking system based on high frequency (HF) chips from NXP. It complies with the forthcoming [EPC Gen2](#) standard from [EPCglobal](#).

[Alien Technology](#) has [announced](#) the latest in its growing list of garment supply chain tracking deployments in Europe. Alien partnered with local solutions provider [Aton](#) to develop an item-level garment-tracking solution for apparel designer and manufacturer G&P Net, producer of the [Peuterey](#) and [GeoSpirit](#) brands. The deployment will use over a million tags.

Chinese RFID market research firm [Analysys](#) reports that China's RFID market reached 2.397 billion yuan (approximately USD \$351 million) in the first quarter of 2009. That figure is down 6.4 percent from the fourth quarter of 2008, but [Analysys](#) notes that this is to be expected since the first quarter is historically weaker than later quarters.

Finally, [according to PC World](#), news and rumor site MacRumors has uncovered an

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