

## Why RAIN?

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“RAIN is setting the stage to move UHF RFID into mainstream consumer applications”

Chris Diorio, Founder, Vice Chairman and Chief Executive Officer, Impinj

“RAIN will advance an ecosystem for Internet of Things to enrich experiences for consumers and further enable business process innovation.

Frank Honore, Technologist, Google [x]

“The industry is at the threshold of advancing the next generation of powerful RAIN applications.”

Enu Waktola, VP Corporate Business Development, Smartrac

## RAIN Membership

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RAIN membership is open to companies or operating units of companies, start-ups, non-profit organizations and members of the academic community.

For more information about RAIN and membership go to [www.rainrfid.org](http://www.rainrfid.org)

or contact:

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Association for Automatic  
Identification and Mobility



**RAIN**<sup>™</sup>  
RFID

The UHF RFID Alliance

## RAIN RFID brochure

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{ [www.RAINRFID.org](http://www.RAINRFID.org) }

# RAIN – A UHF RFID Alliance to Advance the Solutions and Grow the Market

The next chapter in UHF RFID is poised to create new convenience, value, and markets.

After a decade of 35 percent year-on-year growth and now with more than ten billion UHF RFID tags sold globally, RAIN UHF RFID is setting the stage for new item-level applications. We're here to make that happen. We'd like you to join us.

RAIN is not a standard developing organization. GS1 developed EPC Gen2 specification for UHF RFID and ISO has incorporated Gen2 into the ISO/IEC 18000-63 standard.

RAIN members use the UHF RFID standards to develop products and solutions for a wide range of applications, across a variety of markets worldwide.

We're a global alliance of technology providers, corporate users, industry associations and academicians dedicated to aligning and accelerating the adoption of the RAIN UHF RFID for business and consumer applications.



## RAIN – Your Advocate, Your Resource, Your Partner

We're not just another "sign-up and attend a conference" association. Our members are committed to advancing RAIN technology, exploring new applications, sharing ideas and resources, promoting interoperability, and being technology advocates and market evangelists.

Our mission is clear - promote RAIN RFID, advance the technology, help companies share ideas about new approaches, and educate the market. We welcome your ideas and the support your organization can offer RAIN to implement our goals to:

- Bring RAIN technology to a host of new commercial and emerging consumer-focus applications;
- Promote the value and benefits of RAIN by sharing technology advancements and application success stories;
- Set the direction for new initiatives, research and planning and join one of our new work groups;
- Contribute content for our web site, industry reports, and research;
- Help set the agenda for our webinars and conference outreach programs, suggesting topics, session tracks and speakers;
- Network with industry leaders and technology experts;
- Be an evangelist for RAIN;
- Share your opinions and ideas via social networking channels;
- Use the RAIN brand and education resources in your company's outreach and marketing.

## Promoting Adoption and Interoperability

UHF RFID is a significant technology ingredient of the Internet of Things (IoT) that enables secure and reliable interaction of devices and objects, connecting the unconnected and powering the unpowered. RAIN will foster and promote many new UHF RFID applications in various industries including health, retail, industrial, transportation, and security by promoting adoption and driving interoperability.

Interoperability testing will help members develop platform solutions which use tags, readers, antennas and software applications. In addition to the legacy solutions, EPC Gen2 solutions will add many optional and powerful features.

## RAIN Member Resources

Providing industry research and insight, along with RAIN education and promotional resources, RAIN members receive:

- Industry statistics and reports;
- An annual market report;
- Access to RAIN education, webinars and training;
- Participation in RAIN media and analyst outreach;
- Membership listing on the RAIN online resource directory;
- A qualified list of intellectual property legal counsel with RAIN experience;
- A member-supported repository of patent information.