



RFID

Enhance Operation Efficiency and Customer Experience

The Radio Frequency Identification (RFID) technology has changed the face of distribution, especially becoming widely adopted in apparel and footwear retail industry. With the capability of unique identification of item and being track-and-traced, not only does RFID help improve the supply chain management, but also delivers a brand new shopping experience to consumers.

PCCW Solutions is an early adopter with commitment in continuous R&D and product innovation in RFID technology. With largest pool of certified RFID engineers and Electronic Product Code (EPC) / RFID certified professionals in Hong Kong, as well as over 10-year experience in RFID deployment, PCCW Solutions delivers end-to-end RFID services and solutions.

PCCW Solutions' End-to-end RFID Services and Solutions



Tag, antenna and
reader sourcing



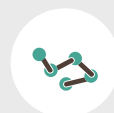
Consulting



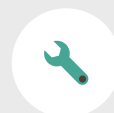
System design



Solutions customization
and selection



Deployment



Maintenance

Features



Contactless
Data Capture



Fast Read



Re-writeable



Secure



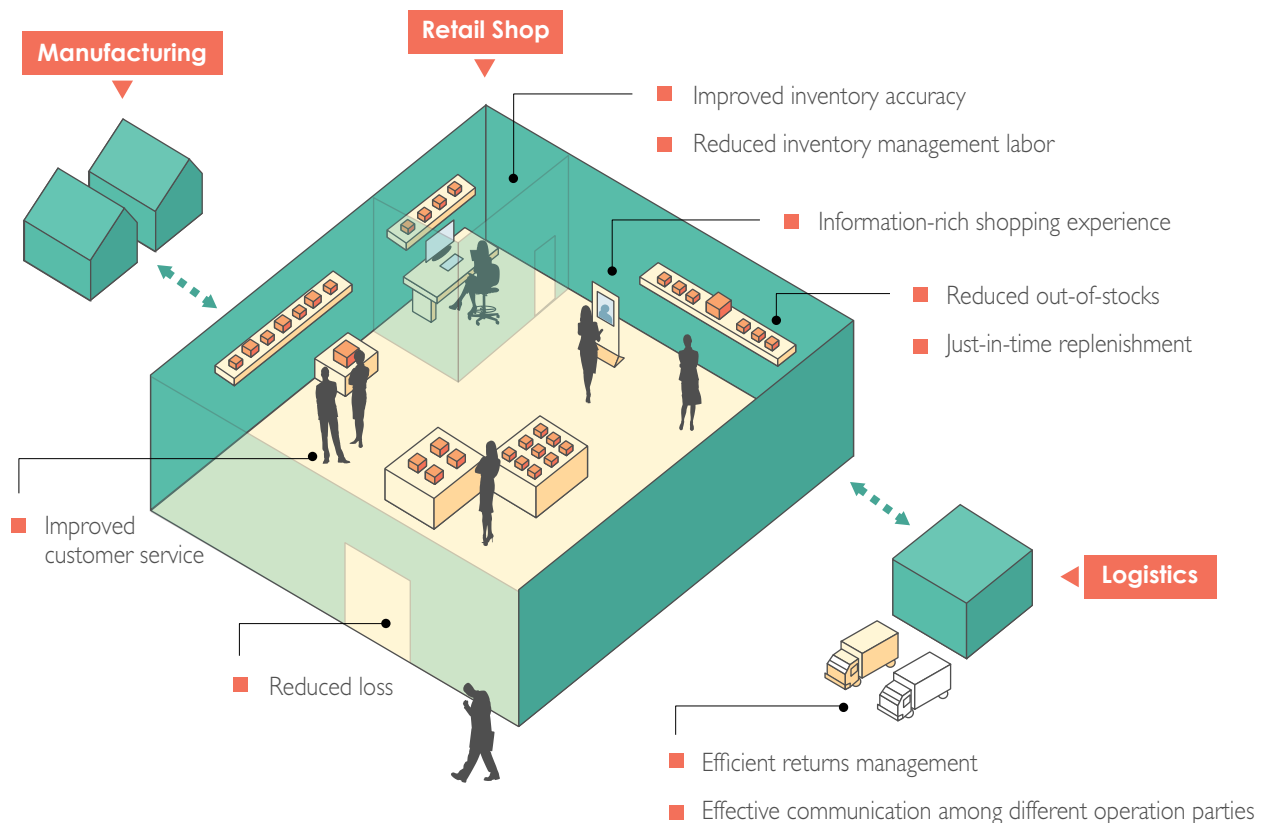
Withstand Harsh
Environment



Re-usable

Differentiated from barcode system, RFID provides additional features:

- Waterproof, antimagnetic, resistant to high temperatures and durable
- Long-range reading, encrypted data, data storage capacity and ability to rewrite data
- Designed and developed to interoperate with EPC Global Standard



Benefits

■ Enable inventory accuracy

Quickly search and locate stock, accurately identify replenishment needs, misplaced items and out-of-stocks

■ Lower inventory cost

Reduce the room and costs for storage by just-in-time replenishment. Improve stock flow between the stockroom and sales floor

■ Efficient after-sales service

Speed up after-sales activities such as returns management and warranty issues, without receipts

■ Faster checkout

Facilitate faster and more efficient customer checkout processes by RFID-enabled point-of-sale terminals, shortening wait times and initiating auto-replenishment activities

■ Interactive shopping experience

Deliver rich and relevant information to customers by RFID-enabled mirrors and kiosks, helping cross-sell and up-sell

■ Reduce inventory loss

Leverage item-level RFID as an Electronic Article Surveillance (EAS) tool to locate an exact item's movement and prevent inventory loss

Awards and industry recognition



RFID Electroplating Process Management System developed for Jing Mei Industrial Limited won the Hong Kong Internet of Things (IoT) Awards of GSI Hong Kong - Bronze Awards in the "RFID Application Innovation" and "RFID Implementation Excellence" categories (Dec 2014)



Smart Shelf and Magic Mirror won PCM Biz IT Excellence Awards 2014 - IT Solutions Excellence (Oct 2014)



- GSI Hong Kong's Hong Kong RFID Awards 2013 - Certificate of Merits (Oct 2013)

- SENSE RFID middleware solution ("SENSE") implemented for Collezione Wine Cellars won two Certificates of Merit in the Hong Kong RFID Awards (Oct 2010)

- RFID Intelligent Kiosk developed by PCCW Solutions won three awards at Hong Kong RFID Awards (2009)



Winning case shared in RFID Journal Magazine (Oct 2014)



Smart Shelf won 2013 Retail Innovation Awards – RFID Solutions (Jul 2013)



Electronic Product Code (EPC) founding member

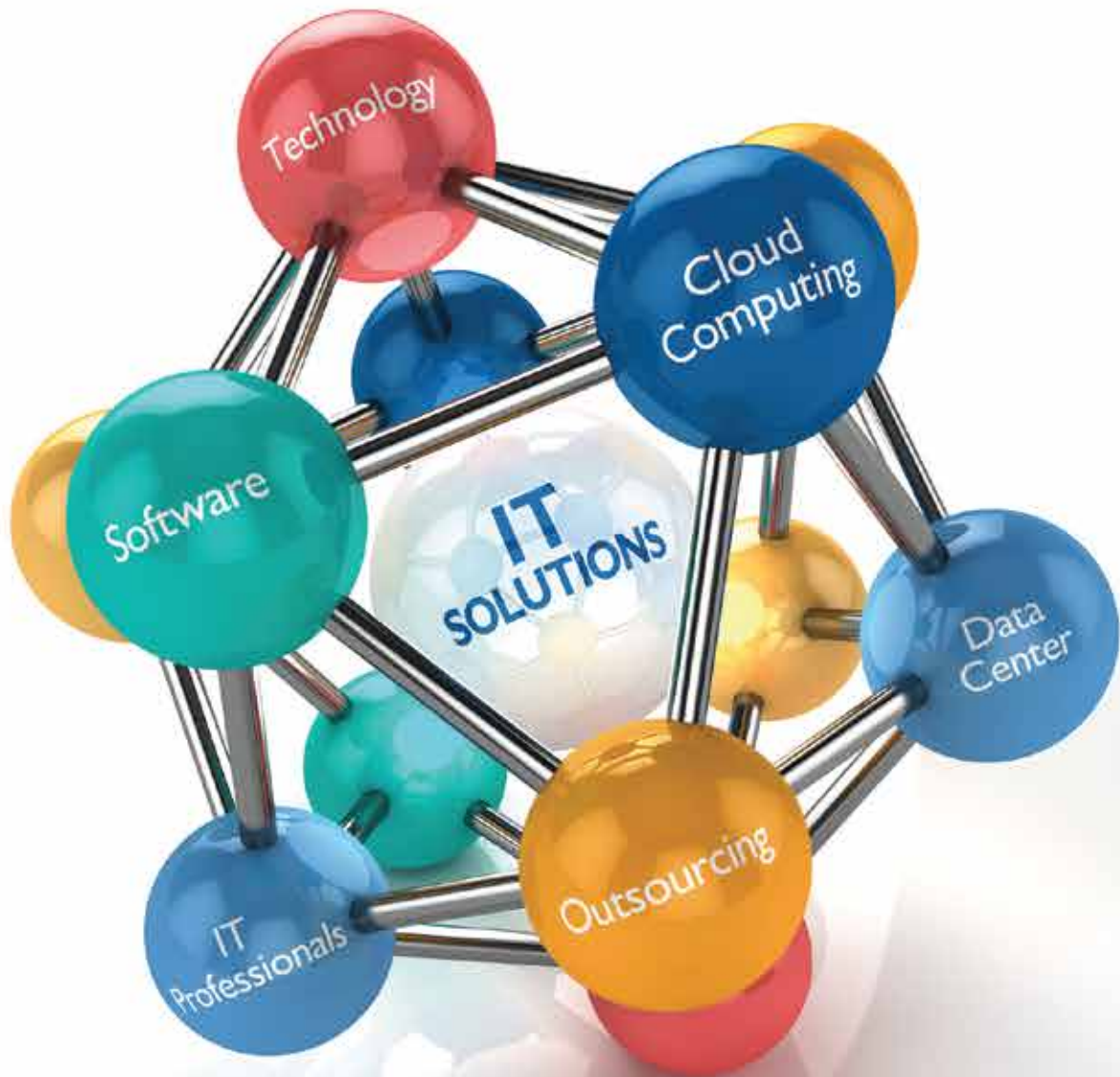
Retail and logistics solutions

PCCW Solutions provides a series of retail and logistics solutions by integrating the RFID with cloud solutions:

- **Global Track-and-Trace Platform**
Improve information visibility for higher efficiency, productivity and customer satisfaction
- **Scan and Pack**
Enhance the packing process with every single item associated with corresponding container, packing list and Advance Shipment Notice (ASN)
- **eLogistics Management System / Warehouse Management System**
Visualize all inventory movements and information flows within the intra- and inter- logistics network
- **Asset Management System**
Manage distributed assets by fully automating the asset tracking process without climbing on ladders, cramming under desks, or scanning labels one-by-one
- **Magic Mirror**
Enable customers to interact with real and virtual merchandise in real time and perform virtual mix and match
- **Smart Shelf**
Bring retail, merchandising and storefront operations from beyond the back room of inventory control to the front line of consumer interaction

Industry applications

- Manufacturing, distribution and logistics
- Food
- Retail
- Utilities
- Public service, drugs and healthcare
- Consumer, electronic, entertainment
- Financial services



About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.