



10TH

A golden '10' with a party hat on top, flanked by horizontal lines.

The RAIN Alliance logo, a blue cloud with a white 'R' inside.

RAIN[®]
ALLIANCE

— ANNIVERSARY —

RAIN Alliance

April 2024

Role of the RAIN Alliance

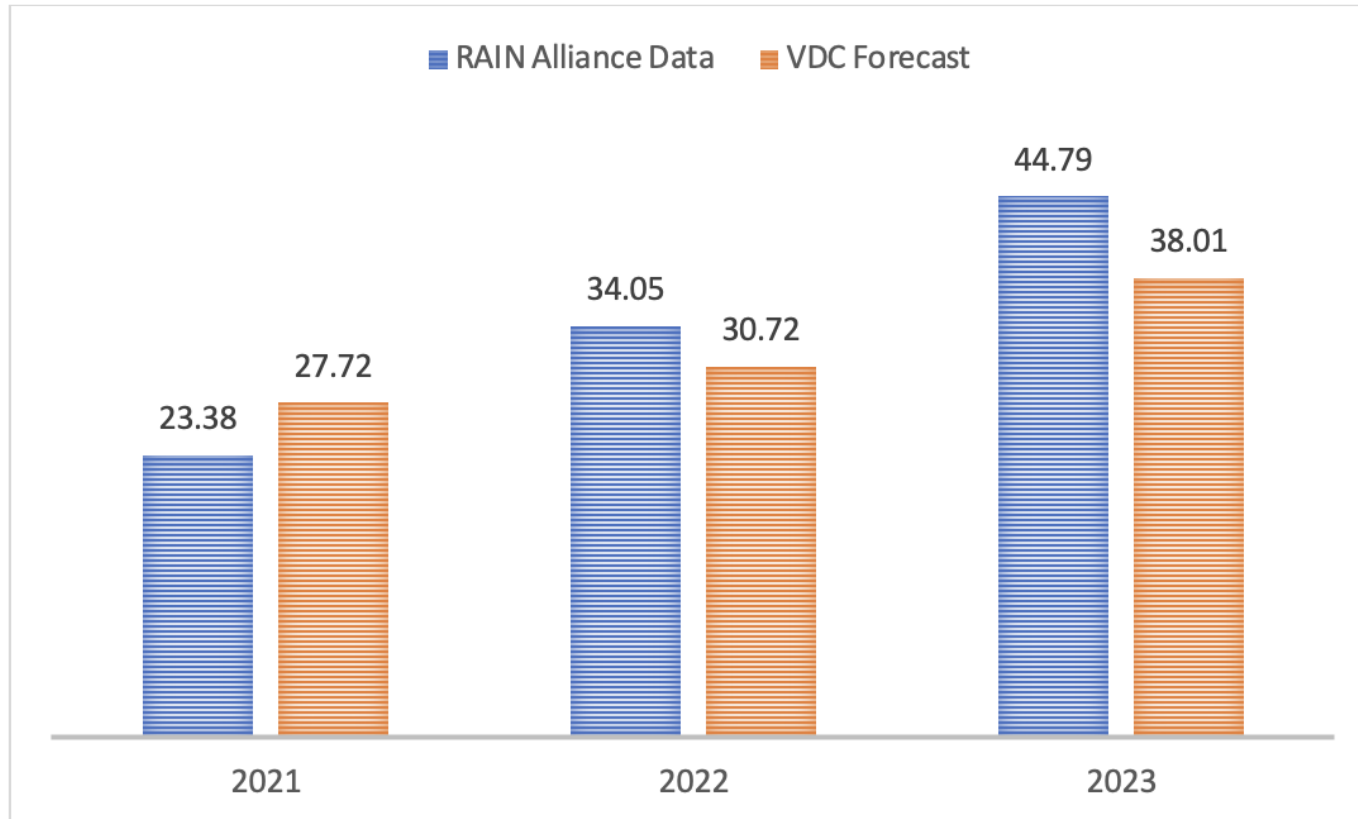
Foster market adoption of
RAIN RFID technology

and

support the development
and recognition of the
RAIN brand



RAIN RFID Tag IC Shipments



In 2023, RAIN RFID tag chips increased to almost 45 billion units (up 32% from the previous year).

This growth significantly exceeded market projections, and results from a proliferation of applications in a vast array of industry verticals.

10th Anniversary Innovation Challenge

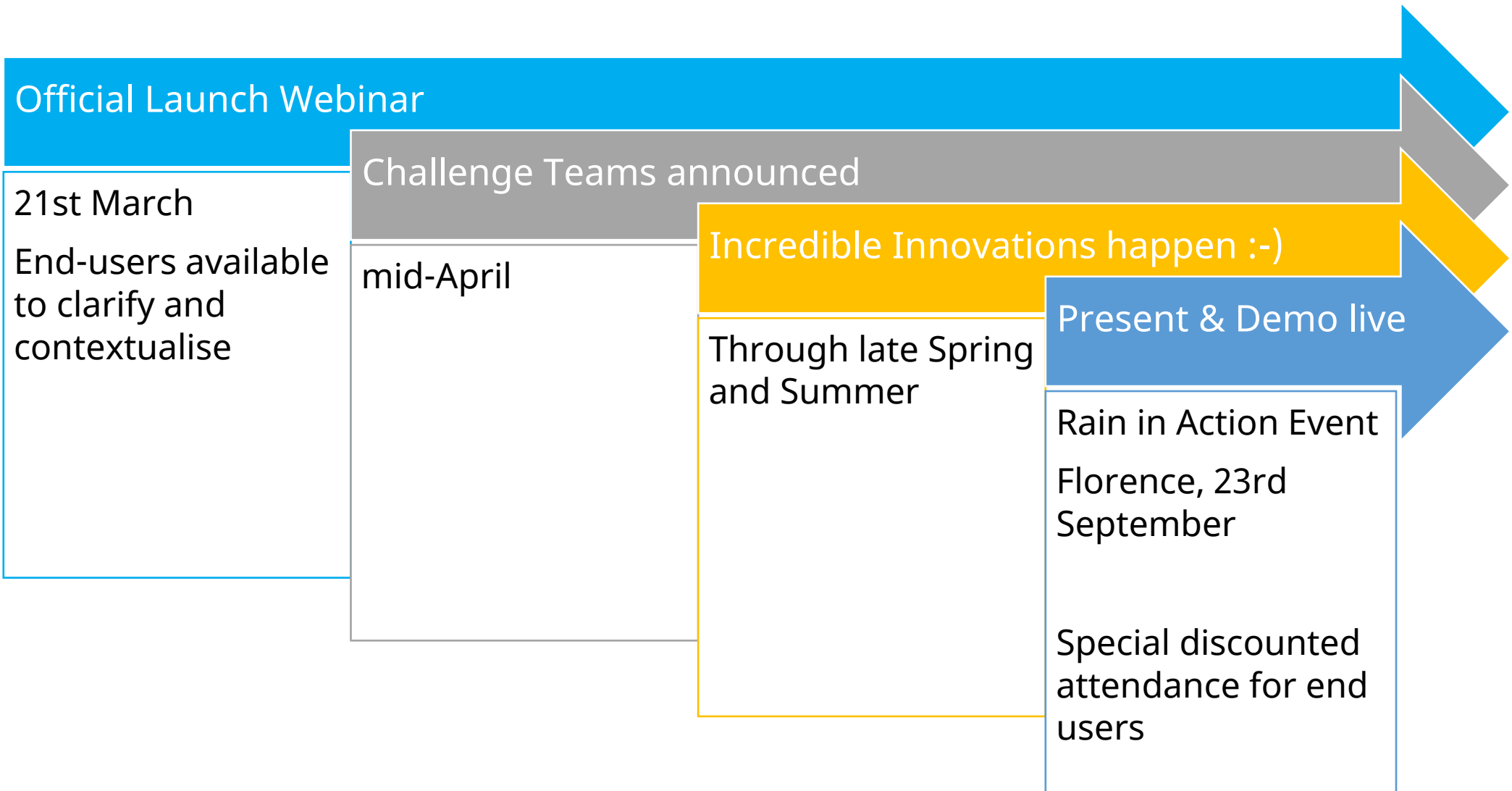


- A platform for the supplier community to work together
- Connecting the brightest minds in our community to produce solutions to our customers' most pressing unresolved business challenges

Which challenges have been prioritized by end-users?

1. Demonstrate a multi-vendor open and interoperable (i.e. not proprietary) anti-counterfeit system for high-value or controlled goods.
2. Optimise efficiency, accuracy and cost for tagging very diverse items (with different materials, different forms, different sizes). Specifically of interest are either lower volumes in-store or higher volumes in other locations such as distribution centres).
3. Optimise the location accuracy of reading tags (e.g. so that tags in one room/space can be easily differentiated from tags nearby but in another room/space)
4. Demonstrate how to migrate an existing process which has been optimised for another technology (and has the confidence of the end-user team) to using RAIN RFID instead, mitigating the risks and showing how to quantify the additional value achieved.

Key dates



Official Launch Webinar

21st March

End-users available to clarify and contextualise

Challenge Teams announced

mid-April

Incredible Innovations happen :-)

Through late Spring and Summer

Present & Demo live

Rain in Action Event
Florence, 23rd
September

Special discounted attendance for end users

Regulation & Influence activities



- Radio Spectrum
 - Josef Preishuber-Pflügl recently appointed as ETSI ERM TG34 “RFID” chair
 - Notable recent update - SRD community request for higher power in the upper European RAIN frequency spectrum - Denied.
- US focus
 - Technology and Maintenance Council
 - Notable recent update - RP247 (Recommended Practice) has enshrined RAIN RFID as a leading solution for state-of-the-art tire management
 - Association of Plastics Recyclers
 - Notable recent update – testing of samples underway to show that RAIN RFID is not detrimental to recycling process
- EU legislation in focus
 - Digital Product Passport
 - Electronic Waste



Head of Regulatory Affairs
Josef Preishuber-Pflügl
Joe@rainrfid.org

2023-24 Events

May 13-16th 2024
Connections Summit -
Taiwan

September 23-
26th 2024 - RAIN
in AZIONE -
Italia



Celebrating our
10th Anniversary
in 2024!



Global Training Program

- Key industry challenges
 - Shortage of skilled staff
 - Complex technology to deploy
 - Retention of key staff



- RAIN Alliance recognized as THE independent source of knowledge for RAIN RFID
- 2024 Training Courses & Certification opportunities include:
 - Write-point & encoding training
 - Read point training
 - Embedding RAIN RFID in Tyres

2024 Sustainability Report



- Bridging the Gap: Connecting Corporate Sustainability with RAIN RFID
- Launched this week
- RAIN RFID
 - is successfully reshaping how we identify and track products in our complex global supply chains
 - empowers companies to collect impact data on topics such as supply chain transparency, product composition and proper end-of-life and waste management
 - is a critical technology for decisions that balance people, the planet, and profit

