

RFID Starter Kit

smaRT))start shows what electronic labels can do with jewellery and watches.

Electronic labels, so-called RFID tags, are conquering one line of business after the other at the moment and neither industry nor trade would be able to do without them. In the field of jewellery and watches, everybody interested can now test with the **smaRT))start** kit what RFID technology can contribute to their own business.

„We intend to address our technically interested customers with our starter kit“, says Alex Schickel, General Manager of Ferdinand Eisele GmbH, Birkenfeld. „Last year we were able to demonstrate with **smaRT))-Shop** at the international jewellery tradefair in Basle what opportunities and advantages this new technology theoretically offers to the jewellery and watches industry. In 2008, with **smaRT))start**, we are offering a tool to jewellers, wholesalers and manufacturers in order to get to know the potential and the limits of RFID technology in their own environment.“

The RFID starter kit contains all you need:

- Electronic labels (transponder tags)
- Safety threads for attaching them to the jewellery
- Adhesive labels for marking the tags with relevant data for sale
- A pad antenna for communication with the transponders
- A reader that writes and reads the data inside the transponders
- An RFID compatible tray each for rings and watches
- The software **smaRT))start** with test databases and all basic functions of an RFID system

So, which functions does the **smaRT))start** kit offer now for testing? –

The software contains four different modules:

- „**Container-Check**“ checks the contents of equipped trays. It shows if the article that has been allocated to the container is missing or another one is misplaced.
- „**Presentation-Control**“ monitors pieces of jewellery during the customer talk and activates, if required, a silent alert according to fixed parameters, e.g. by switching to a certain background music after a defined period of time.
- „**Stock-Monitoring**“ retraces goods movements and allows drawing conclusions for the sales success.
- „**Read/Write DataTags**“ opens up an opportunity especially for the gemstone trade to store detail data relevant to sales to a larger extent one by one directly at the article without establishing a database and, at the same time, to recall them in larger quantities, e.g. by reading all article data from one tray.

„With **smaRT))start** kit we intend to keep the threshold for this new technology as low as possible“, Alex Schickel explains his thoughts when developing the starter kit. „Our customers should be able to recognize the advantages of RFID by small steps without a big investment.“

Besides the new set, the identification specialists Ferdinand Eisele have enlarged their range of RFID products for **smaRT))**-Shop by two more elements:

The handheld reader, a reading device that is similar to a barcode scanner in handling and optical characteristics; it allows the targeted single-handed reading of single transponders via an activator integrated in the handle.

The smaRT)) touch screen has been especially developed in view of the sophisticated sales environment of jewellers in the upscale price segment. The screen fits in smoothly thanks to its natural wooden housing and enables use and control by the sales personnel directly at the counter without troublesome keyboard or mouse.



The **smaRT))start** kit contains all that is necessary for trying out RFID technology in a jeweller's shop.



smaRT)) handheld reader



smaRT)) touch screen