

TOSHIBA

Toshiba retail RFID

Technology increasing efficiency

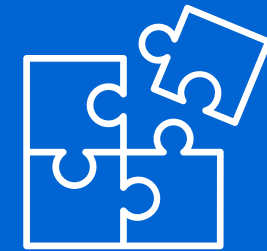
- Improve customer experience
- Increase stock visibility



1. Target

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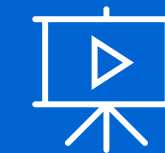
- **Market**
 - Fashion retail & specialty retail.
- **Use Case**
 - Retailers with a huge number of SKUs & stock visibility issues.
- **Fashion retail**
 - Product identification (RFID checkout) and EAS security
 - Quickly find & identify products.
 - **Specialty retail:** product identification (RFID checkout) and EAS security.
 - **High-value retail:** product identification (RFID checkout) and EAS security



2. Solution

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- Flexible RFID solution adapted to any printing/encoding request.
 - Desktop **RFID** printer ideal for **in-store retagging**: Replacing damaged or missing tags and managing returns.
 - Mid-range printers for high volume stores.
 - Industrial RFID printers for use in distribution centers.
 - Print & apply system to print the label, encode the RFID tag and apply the RFID label automatically.



3. Benefits & Results

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- Improve **stock visibility**.
- Improve **product availability**.
- Increase **process efficiency**.
- Improve **customer experience**.
 - Self-checkout.
 - Item location.
- **Reduce missed sales.**

