



RFID Division

Brooks RFID'eas The intelligent shoe shelf Tell2Sell

Sure on your feet with RFID!

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Ready
for
RFID ?

* Radio Frequency Identification



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The intelligent shoe shelf

Tell2Sell

Sure on your feet with RFID!

Self-promoting products do not longer belong to trade's dream world. Thanks to RFID (radio frequency identification) the goods nowadays contactlessly and independently communicate with potential buyers. They tell their stories, provide important information on quality and convince those customers who are in the mood to buy.

How does it work?

In our case the shoe itself becomes the power seller. Equipped with an intelligent label – the so-called transponder – the shoe communicates with the information display, which can be a text oriented display, as well as a high end plasma monitor. An RFID reader is connected, informing the computer about the shoe's identity. The data base is activated and its contents are then displayed on the screen.

Things like mixing up correct prices finally are a thing of the past. At the inspection of a certain model the appropriate information is displayed. The information even wanders along when the shoe is placed on another shelf board.

- > In which size is the shoe available?
- > Is it available in a different colour?
- > Is it still in stock?

Until now, questions like this could not be answered at first go and required the staff to check the stock. This search was expensive for retailers and annoying to customers.

RFID terminals, however, enable a comfortable and easy to maintain shopping. In peak time they relieve the sales staff and allow them to concentrate better on the customers.

Goodbye service wasteland! Hello RFID!



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