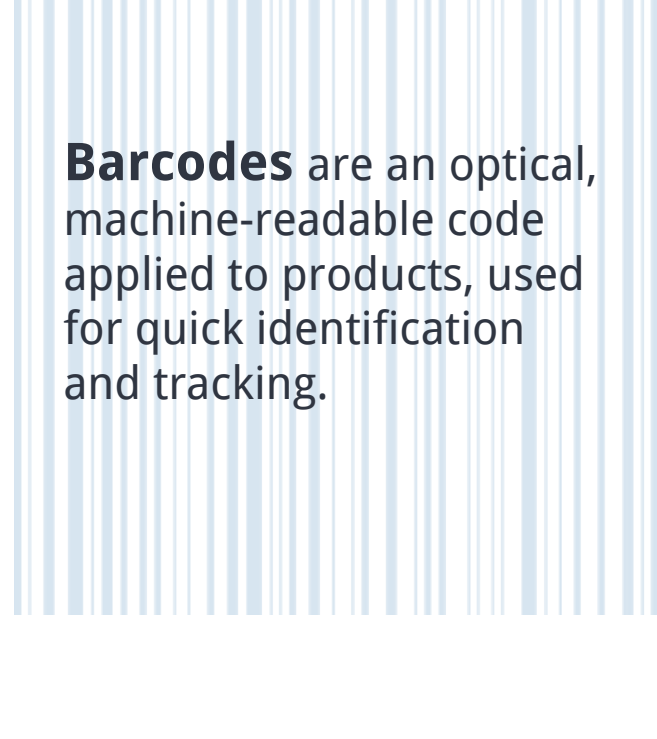


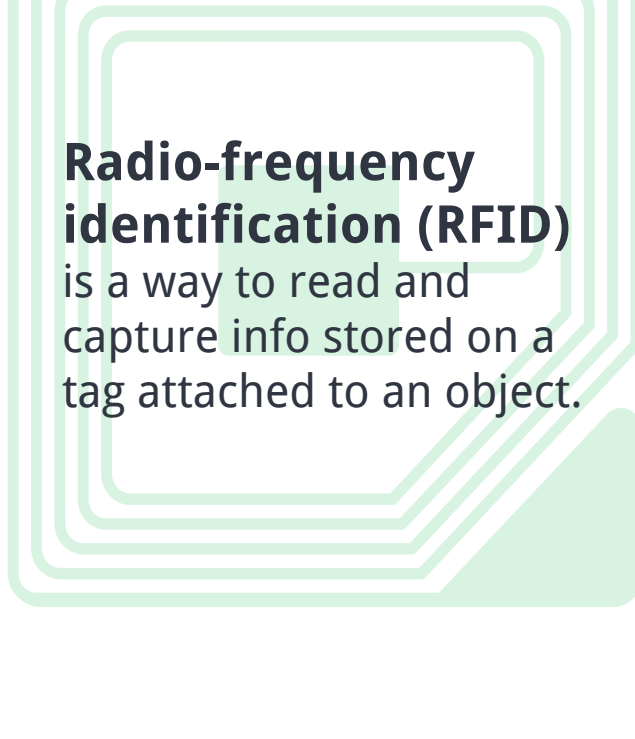
BARCODE or RFID:

Which one is right for you?

WHAT ARE THEY?

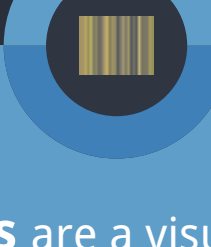


Barcodes are an optical, machine-readable code applied to products, used for quick identification and tracking.




Radio-frequency identification (RFID) is a way to read and capture info stored on a tag attached to an object.

HOW DO THEY WORK?

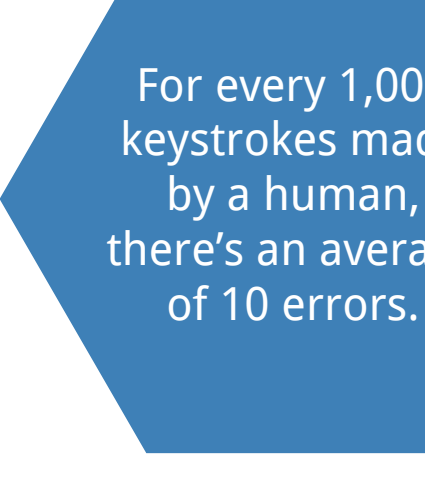


Barcodes are a visual representation of data that is scanned and interpreted with a sensor and light.

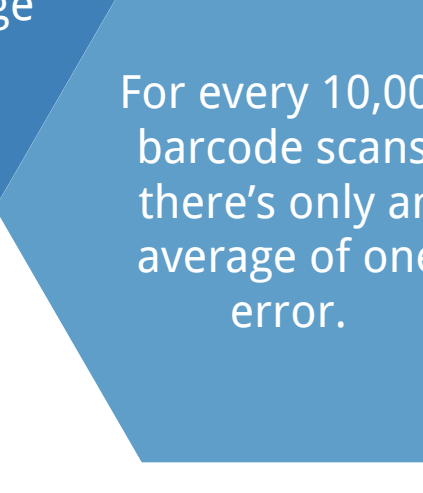


RFID wirelessly uses electromagnetic fields to automatically identify and track tags via radio waves.

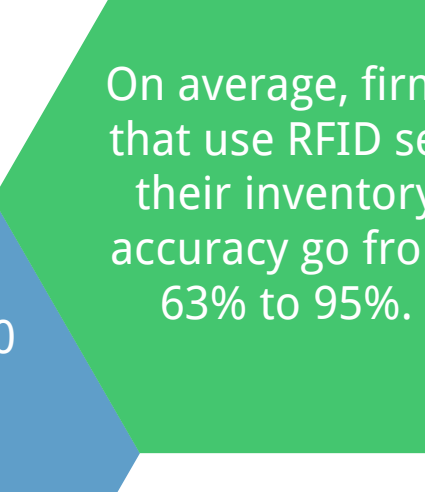
DID YOU KNOW:



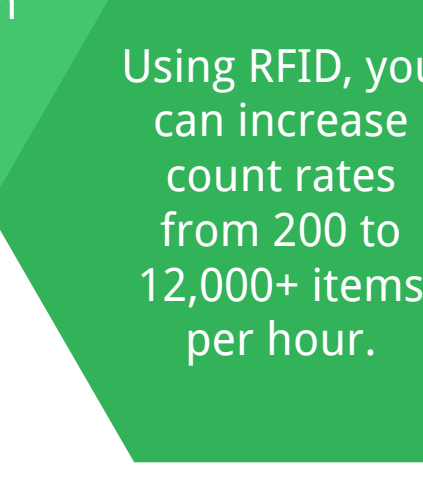
For every 1,000 keystrokes made by a human, there's an average of 10 errors.



For every 10,000 barcode scans, there's only an average of one error.

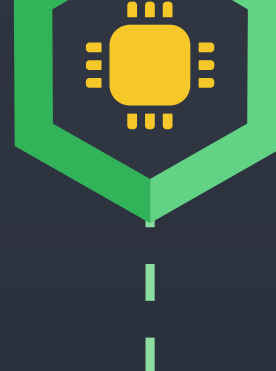


On average, firms that use RFID see their inventory accuracy go from 63% to 95%.



Using RFID, you can increase count rates from 200 to 12,000+ items per hour.



WHAT ARE THE BENEFITS?



RFID can store large data amounts. You can add shipping histories, expiry dates, etc.

You can store **RFID** tags internally, safe from damage and counterfeiting.

Active **RFID** tags can track real-time movement of your items.



Barcodes are very accurate and can be read on many types of surfaces including metal and liquid containers.

Barcodes are small, light, and easy to use.

Cost-effective, **barcodes** are inexpensive to design and print.



WHAT'S THE DIFFERENCE?

COST

- 
- Inexpensive solution
 - Typical label costs a few cents

COST

- 
- More expensive
 - An RFID tag can cost over \$30

RANGE & VISION

- 
- Directly on the barcode (up to 15 ft)
 - Only scans one item at a time

RANGE & VISION

- 
- Near the RFID tag (up to 300 ft)
 - Can scan all items in range at once

USAGE

- 
- Not automated, needs employee
 - Typically not used more than once


USAGE

- 
- Automated, little human interference
 - Can be used more than once


ARE YOU LOOKING TO:



Do medium to light scanning with regular smartphone cameras?



Have an inexpensive and uncomplicated implementation?




Scan items from a specific shipment or in a certain location?


Sounds like **barcodes** are the right fit for you!



Scan several tags in the same room or area at once or in batches?



Invest in a robust, automated, heavy scanning solution?



Endure harsh weather and work conditions?

Then **RFID** may be a better choice for you!