



Retail Solutions.

RFID with eTrack Software

Increase Productivity, Profitability and Protection.

In today's high-speed business climate, retailers are looking for any edge to remain competitive. Streamlining supply chain management systems can deliver that advantage. Shaving just minutes off order processing can improve customer service through faster delivery of products to customers, reduced costs and increased profitability. Retailers can experience these store-enhancing benefits with OPI's eTrack software.



eTRACK GETS YOU GOING

A key to RFID is setting up the system – deciding what information to collect, the assets and products to be labeled and what to show on your handheld screens. Here's where **eTrack** software shines, allowing you to quickly customize and collect all your data and integrate it into your existing database.

STRONG INVENTORY CONTROL



Inventory control is at the heart of OPI's retail solution. For retailers, this means having the right product on the shelf for the customer at the right time. Insufficient inventory means lost sales. Overstocking adds to cost and reduces profitability. OPI's asset tracking capability helps meet these challenges. With OPI's **eTrack** system:

- The sales floor can be quickly scanned to show stock levels, making it easier to keep shelves properly replenished.
- Identify where items can be found, reducing time spent searching for merchandise and eliminating frequent trips to the stock room.
- Receiving can be automated. This allows boxes to be processed in minutes, shortening the time between when products arrive and when they reach the shelves.
- Check inventory more frequently, helping spot shrinkage before it becomes a problem.



HANDHELD CONVENIENCE



The Windows™ Mobile based Motorola handheld reader (MC3190Z) is a central component of OPI's RFID solution. With **eTrack** software, the handheld user interface is remarkably easy and intuitive, mimicking a cell phone with its touch screen. Point, click and follow the screen instructions.



The MC3190Z is a business-class handheld RFID reader designed specifically to extend the benefits of RFID beyond industrial spaces and into customer-facing and business environments. It starts with the signature rugged design and high performance that Motorola industrial handhelds are known for, and adds an advanced, high efficiency Motorola RFID reader engine for faster read rates and higher throughput. Add a groundbreaking new orientation-insensitive antenna and the result is a highly versatile device that is at home in customer-facing environments—from retail stores and healthcare facilities to the office.

eTRACK P.O.C. BUNDLE



eTrack software can be bundled with an assortment of RFID Tags and a Windows Mobile handheld terminal to provide an inexpensive P.O.C. (Proof-of-Concept) tool for the design and testing of your RFID data collection system. All tags included in this bundle are passive Gen 2, Rev 2 compatible, and are selected to offer different read characteristics when applied to various materials such as corrugated, glass, metal or plastics.

eTrack SEARCH MODE



Another valuable component of OPI's solution is the **eTrack** Search Mode. A single item or group of items and the associated RFID numbers can be selected for a SEARCH when a specific device or part is required. In SEARCH MODE all other RFID tags are ignored while scanning for the required items!

eTrack TAG FILTERING



This feature will search for a subset of inventory by specifying a required prefix, suffix or common data string. Response time and production will also improve when undesirable or unnecessary tags are filtered out.



Optical Phusion, Inc. (OPI)

OPI is an enterprise mobility integration company that helps customers manage the entire lifecycle of wireless technology projects with application-based solutions for a range of markets specializing in retail, manufacturing, supply chain and field sales organizations.

OPI RFID Solutions

The company's RFID tracking solutions include other benefits:

Loss Prevention

tracks your assets and can sound alarms at entrances and exits;

Lifecycle Management

monitors assets from deployment, software upgrades and departure sites;

Employee Productivity

adds RFID tags to employee badges for attendance, emergencies and more.



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