

# AUTO ID IN THE GROCERY STORE

With the new EPC™ network, retailers will be able to track and trace items automatically throughout the supply chain and in their stores. Here's how it works:

1. Electronic Product Codes (EPCs™) are embedded into microscopic “smart tags,” which are attached to items.
2. As the delivery arrives, a Radio Frequency Identification (RFID) reader at the loading dock automatically reads and counts each EPC™.
3. Retail systems are updated to give real-time, completely accurate inventory.
4. Retail shelves feature RFID readers so the item's inventory is updated each time it is put on or taken off a shelf.
5. RFID readers in the door eliminate waiting in line by recognizing the item's EPCs™ as customers walk out. A swipe of a debit/credit card and the customer is on her way.

