

RFID / NFC meets BRAND PROTECTION

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*IPI (Europe) Limited*

**PRODUCT & IMAGE SECURITY**  
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# RFID / NFC meets BRAND PROTECTION

A Convergence of Fields

**VOLUME I – Markets & Business Opportunities**

A techno-economic market report

by

**Vandagraf International**

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**Report Structure**

The complete report comprises 2 Volumes:

**Volume I – Markets Business Opportunities**

**Chapters 1, 2, 3, 4 and Executive Summary**

Volume II – Technology

Chapters 5, 6, 7, 8, 9 & APPENDICES and Executive Summary

This present document is Volume I.

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Volume I – Markets & Business Opportunities: An Overview

Volume II – Technology: An Overview

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- Why RFID for Brand Protection?
- Why Brand Protection looks to be an interesting application area for RFID Technology:
- Desirable Characteristics of the Ideal RFID Solution for Brand Protection:
- Background
- Now Rapid Changes are Transforming the Technology Landscape
- Multi-functionality – A Key Factor in Mitigating relatively high cost of RFID
- Primary competitive Technology to RFID in Brand Protection - Printed 2D / Matrix Digital Codes
- Anti-Collision / Singulation – A Distinctive Strength of RFID Technology
- End user enabled product authentication via mobile phones – The chance for a Quantum Leap forward for Brand Protection
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- Some limitations in the Mobile Phone Concept:
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- RFID Operating Frequency Bands and Read Range Requirements for Brand Protection
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AUTHOR PROFILES

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