case study

Empowering
Product Launch Events
with Interactive
RFID Technology

Industry
Retail

Application
Interactive product demonstration

Product
RP902MFi / RFID SDKs Software

RP902 MFi

Case Description
Our customer is a renowned sports goods brand in the world, and the products are highly popular and in demand in worldwide. To keep up with the rapidly evolving market dynamics and cater to the extensive customer base, customer organizes product launch events quarterly, inviting distributors from around the world. These events serve as a platform not only to unveil new products but also to provide distributors with instant access to comprehensive product information through a dedicated mobile application.

The reason to choose Unitech RFID Solutions
In order to enhance the visiting experience for customer's distribution partners, a brand known for staying at the forefront of fashion and technology, the company wanted to provide a high-quality, interactive experience during their new product launch events. They sought to develop an app compatible with Apple iOS devices, allowing partners to explore and learn about the new products based on their preferences.

Challenge & Solutions
To address this challenge, Unitech provided customer with the RP902 MFi pocket RFID reader, a compact and seamlessly integrated device for Apple iOS devices. Supported by Unitech's powerful RFID Software Development Kits (SDKs), customer developed custom applications to optimize the EPC code reading process, ensuring efficient and accurate data capture. These software solutions seamlessly integrated with custom's applications dedicated app, enabling distributors to effortlessly access comprehensive product information, enhance the interactive experience, and even significantly boosted the brand image.

Benefits
- Streamlined information access with RFID technology
- Enhanced Engagement with elegant pocket-sized RFID reader
- MFi certified : Support iOS utility and SDK
- Fast and easy pairing with iOS mobile devices via Bluetooth® 5.0
- Durable and Rugged design: IP65 waterproof and1.2m drop protection

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