

# Intelligent Labels for Aviation

From beginning. To end.  
And all points in-between.  
Enabled by RFID.

## Why RFID?

- ▶ Mishandling rates reduced by 13%\*.
- ▶ Ramp loading time cut by 4 minutes per aircraft turn\*.
- ▶ Baggage Handling System throughput increases up to 18%\*.
- ▶ Read rates are 99.5% or better, which is 8 - 10% more than current barcode levels.
- ▶ Enhanced services for passengers such as real-time baggage tracking.

\*Based on data provided by a major international carrier



## Why Avery Dennison?

### As an IATA Strategic Partner



- ▶ Instrumental in supporting IATA to drive the RFID baggage tracking initiative globally.
- ▶ Significant contributor to the development of the IATA RFID implementation Guide.
- ▶ Supporting industry education on RFID through IATA workshops globally.

### Aviation RFID Baggage Industry Ecosystem





- ▶ Focused on an end-to-end baggage journey ecosystem play providing full end to end deployment and integration.
- ▶ Global operational experience with leading airlines and airports in supporting the original and ongoing deployments of RFID with best-of-breed ecosystem partners.

### Unique Value

- ▶ Dedicated Global Aviation Industry Team.
- ▶ Position why RFID is a proven technology for baggage tracking.
- ▶ Supporting stakeholders to meet IATA R753 compliance.
- ▶ Uniquely positioned to discuss improving the passenger experience.
- ▶ "Trusted Advisor" within the Aviation industry.

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## RFID Product Recommendations

Name	Design*	Antenna Size	Chip	Memory	Format	Application
AD-373		0.75 x 2.09 in 53 x 19 mm	U7XM	EPC Memory: 448 bit USER Memory: 24 bit TID Memory: 48 bit	Dry, Wet, Label	Aviation Asset Tracking, Automotive
AD-550		1.5 x 2.99 in 38 x 76 mm	M5	EPC Memory: 128 bit USER Memory: 32 bit TID Memory: 48 bit	Dry, Wet, Label	Aviation Baggage Tracking, Supply Chain, Inventory and Logistics
AD-553			U8	EPC Memory: 128 bit USER Memory: 48 bit TID Memory: 96 bit		
AD-554			R6-B	EPC Memory: 96 bit TID Memory: 48 bit		
AD-560		1.5 x 2.76 in 38 x 70 mm	M4QT	EPC Memory: 128 bit USER Memory: 512 bit TID Memory: 48 bit	Dry, Wet, Label	Aviation Baggage Tracking, Supply Chain, Inventory and Logistics
AD-681		1.97 x 1.97 in 50 x 50 mm	M4QT	EPC Memory: 128 bit USER Memory: 512 bit TID Memory: 48 bit	Dry, Pressure Sensitive	Supply Chain, Package Tracking, Asset Tracking

\*Not to scale