

Booming AIDC/RFID/RETAIL/Smart Card Industry

These include (but are not limited to):

- The US Government's use of RFID to track military shipments (to and from the Persian Gulf, for example) & Wal-Mart's mandate that has asked 138 of its retail suppliers to be RFID-enabled at the case and pallet level by January 2005
- Dramatic benefits being achieved by leading consumer packaged goods, retail, manufacturing, logistics, transportation and healthcare companies
- Improvements in RFID technology

Bartronics has made significant entry into Retail Sector through POS hardware solutions. The retail trade in India \$7 billion and is growing at a rapid pace.

Bartronics has set up a presence in four countries in the region – Bangladesh, Sri Lanka, Dubai and Mauritius. This has been driven by a combination of queries received directly by the company as well as queries directed to the company by its principals (primarily Intermec, Synel and PSC).

The AIDC industry is moving rapidly towards the use of RFID in a number of high-value and high-volume market segments. The RFID market is expected to jump from \$1.4 billion annually this year to as much as \$3.8 billion in 2008, according to a study by Allied Business Intelligence Inc. It is still in a nascent stage but there are several factors, in addition to dropping chip prices, which are driving the growth of RFID as an enabling technology.