RFID LAB

Datascan has joined the Auburn University RFID Lab Advisory Board

DATASCAN

October 15, 2024

Auburn University's RFID Lab is a research institute focused on the business case and execution of the RFID technology in a plethora of industries including logistics, aviation, food, retail, manufacturing and supply chain sectors. The advisory board for the lab includes 23 members that attend 3 meetings a year. These meetings provide the board members with updates on research progress and the lab's latest discoveries.

RFID stands for Radio Frequency Identification, a technology that utilizes radio waves to identify objects such as products, packages, animals, food, and vehicles. RFID tags and inlays contain integrated circuit chips that can be scanned by RFID readers up to several meters away. As a result, RFID systems are widely used to collect an immense amount of accurate data on inventory items in mere seconds.

The Auburn University RFID Lab Executive Director, Justin Patton, voiced his support and excitement for the Lab's new partnership, saying "Datascan's new position on the Lab's Advisory Board is very exciting," and he stated that, "Datascan's dedication to creating simple and successful inventory counts for end users is the dedication the Lab supports and nourishes. It is with the end user in mind that RFID can grow and develop in the best way possible."

Luke Kosman, Global Director of RFID Solutions at Datascan said, "The Auburn RFID Lab is dedicated to making inventory insights a reality for all retailers regardless of scale. We are committed to helping retailers pencil a return on their technology and operations investments while enhancing their ability to delight shoppers. This partnership is a win for all parties involved, all of which are laser-focused on solutions and processes that will benefit the end user."

The Octo+ software platform, created and powered by Datascan's partner Frequentiel, is the choice for top-tier retailers and elite brands seeking a robust, scalable inventory management system that blends RFID technology precision with cloud-based agility. By integrating advanced RFID capabilities, Octo+ addresses burgeoning retail challenges such as inventory shrinkage and theft, overstock and overproduction, while fostering sustainable retail practices in a rapidly evolving market.

The RFID Lab is always looking for partnerships to expand our horizons within the industry space. Datascan offers access to advanced inventory management equipment as well as support staff specifically focused on creating accurate and stress-free management. The partnership between Auburn's RFID Lab and Datascan creates many opportunities for both companies to grow in their respective fields while also promoting growth for the RFID industry in general.

About Datascan:

Datascan offers a comprehensive suite of products and services focused on revolutionizing inventory visibility for retailers. Datascan has partnered with its clients in inventory management for over 50 years in 67 countries. As RFID Subject Matter Experts, Datascan offers SaaS software, solution design, systems integration, and implementation services, ensuring a seamless and effective deployment of RFID technology solutions. Datascan specialties include self-scan physical inventory, full-service physical inventory, RFID solutions integration, RFID saturation audits, RFID tag-up services and 24/7 customer success management and support.

About Octo+ Retail by Frequentiel:

Octo+ Retail, powered by industry leader Frequentiel, is a groundbreaking SaaS solution reshaping the retail landscape. With over 17 years of expertise in RFID technology, Frequentiel introduced Octo+ Retail to elevate inventory accuracy, streamline omnichannel sales, and enhance customer experiences with unparalleled efficiency. The Octo+ Retail platform is the choice for top-tier retailers and elite brands seeking a robust, scalable inventory management system that blends RFID technology precision with cloud-based agility. By integrating advanced RFID capabilities, Octo+ Retail addresses burgeoning retail challenges such as inventory shrinkage and theft, overstock and overproduction, while fostering sustainable retail practices in a rapidly evolving market.

About Auburn University RFID Lab:

The RFID Lab at Auburn University is a research institute focusing on the business case and technical implementation of RFID and other emerging technologies in retail, aviation, supply chain and manufacturing.

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