UNIQUE MICRO DESIGN
...Engineering IoT Solutions

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RACE

CITIZEN

Case Study

Custom RFID Solution

Citizen a trusted name and brand leader in the watch industry for over 100 years, is known globally for their technical precision, quality craftsmanship and design excellence. Citizen Watches Australia Pty Ltd are the Australian important and distributor for Citizen Watches.

Citizen head office in Japan required operations in Australia to implement a mechanism that would scan RFID tags inside the products boxes. This process was required to be performed before products were dispatched to various retailers. The RFID tracking system would scan and record the destination of orders dispatched, sending the data over the Internet to the head office database.

UMD's engineers designed and installed a custom stand-alone RFID tunnel portal solution based on the UMD RACE (**R**FID **A**dvance **C**ontroller for **E**mbedded) architecture which met Citizen Japan's exact specifications.

UMD's RFID RACE Controller interfaces with the Zebra FX9600 RFID Reader. UMD's engineers are Zebra RFID Solutions Specialists. They optimised the RFID tags and reading antenna positions which resulted in 100% tag readability. The system automated the recording and communication of collected data, saving approximately 15 minutes per shipment.

RESULTS

UMD RACE Portals automatically **records and communicates** the destination of orders dispatched, with **100% RFID tag readability.**

A fixed kiosk on the Portals runs a UMD developed custom application that:

- Enables the operator to enter shipping data from the Citizen delivery docket

- Manages and validates the counting process

- Communicates shipping data: date, destination location, total tags in the current shipment

- Enables cancellation or submission for shipment to Citizen Japan's head office database

These new benefits give Citizen new insight into inventory visibility and tracking.
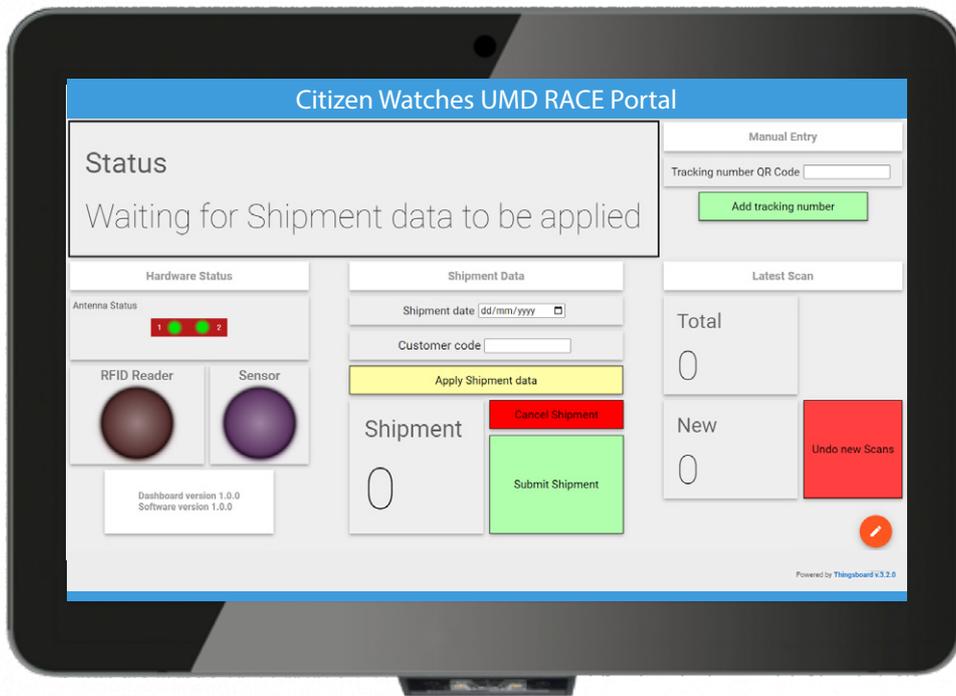
Client Comment:

"Being able to leverage RFID Technologies in real time that **provided better inventory visibility and minimise counterfeit marketing.**"

Tommy Jameson.
Citizen Watches Australia
IT Manager
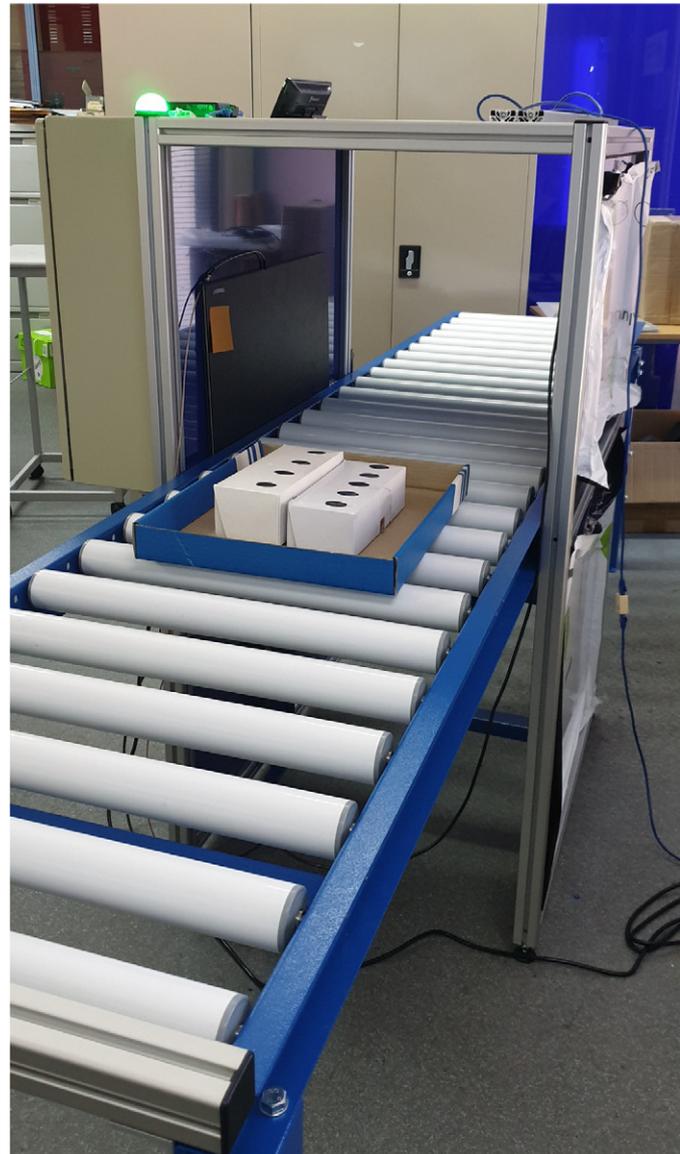
UMD is a certified Zebra Solution Partner: RFID Specialist, bringing to market many RFID solutions that have automated businesses. In addition, UMD also provides support, device management and RFID hardware.