

Introduction of our **RFID museum Solution**

Ferm
RFID Solutions

Identificatierealisten



Mei 2012

who is your visitor?



De macrotrends

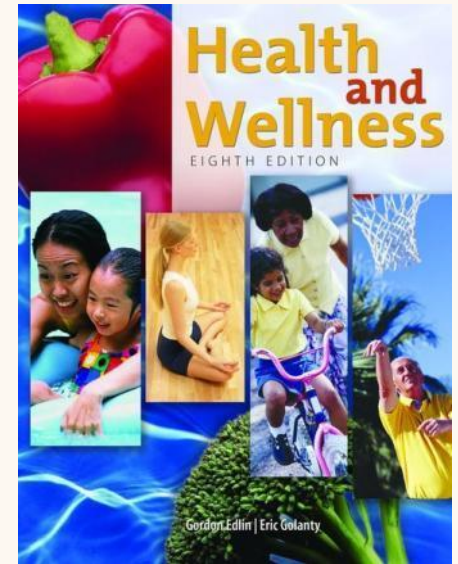
Economisch

Ecologisch

Demografisch

Regelgeving

Technologisch



Deze trends beïnvloeden het gedrag van de shopper in hoge mate

The customer

The visitor is the
centre of our universe

Zoning and direct
interaction with the
visitor

Interaction is the key
word



Intuitive and playfull

RFID as enabler, also
after the visit

Individual approach
based on personal
behaviour analysis

Easy for the visitor,
complicated behind
the scenes

RFID technologies

In-store media

Personal Shopping Assistant

Radio Frequency Identification

Near Field Communication

- De nieuwe consument en shopper is inmiddels zeer vertrouwd met het gebruik van nieuwe mobiele technologieën in het dagelijks leven
- Gemak, genot en gewin drijven de shopper
- De shopper wordt steeds onafhankelijker wordt in zijn informatievoorziening
- Technologie is daarom noodzakelijk, ondersteunend en dienstbaar



Technologieën gaan van “achter de schermen” naar de winkelvloer

Technology Trends in de Retail

Alles wordt mobiel

Personal Shopping Assistant



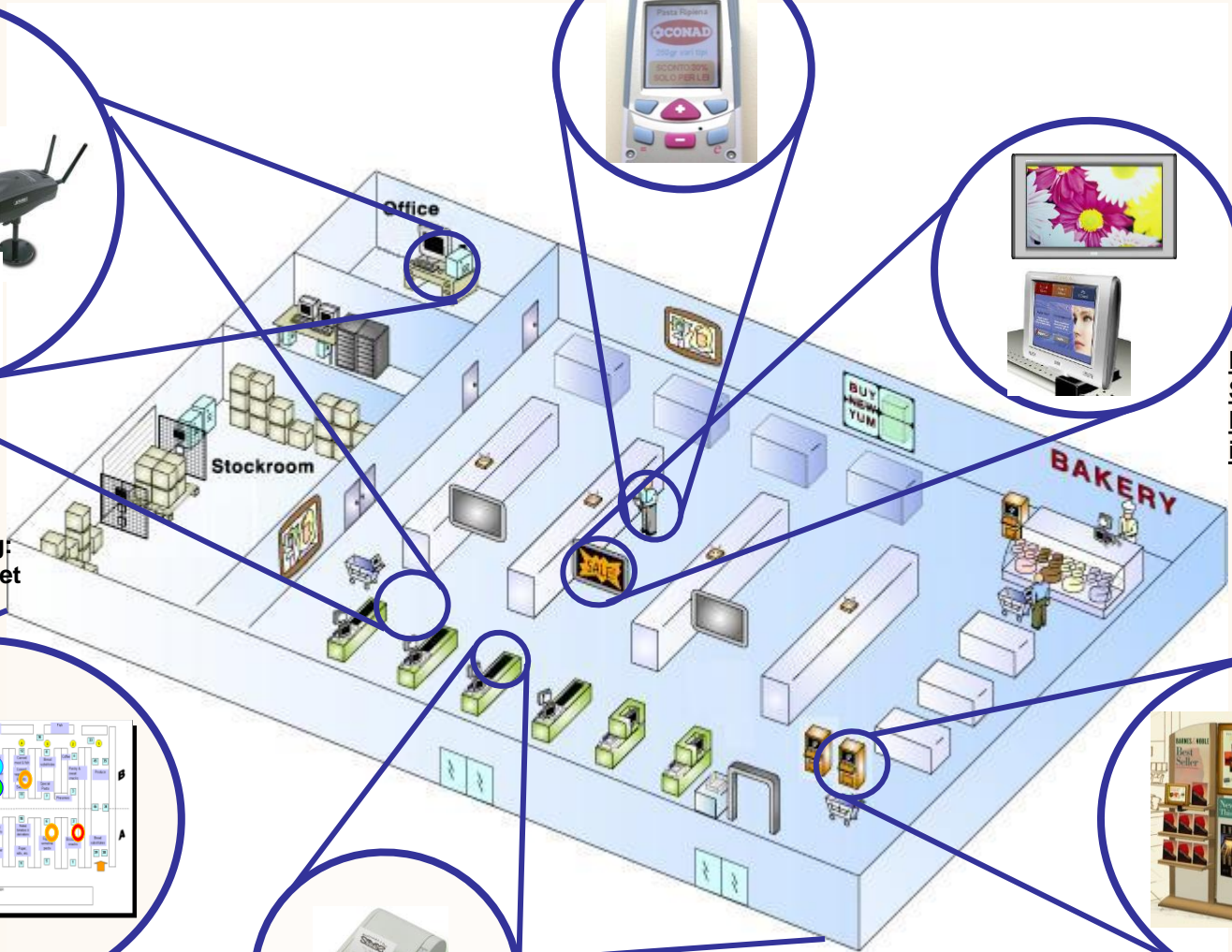
Electronische Schaplabels
Dynamic pricing info

Permission Based Marketing
Gebaseerd op gedrag:
25% - 40% meer omzet



Kassa:
Self check out

Kiosk
→ Directe interactie
→ Persoonlijke aanbiedingen



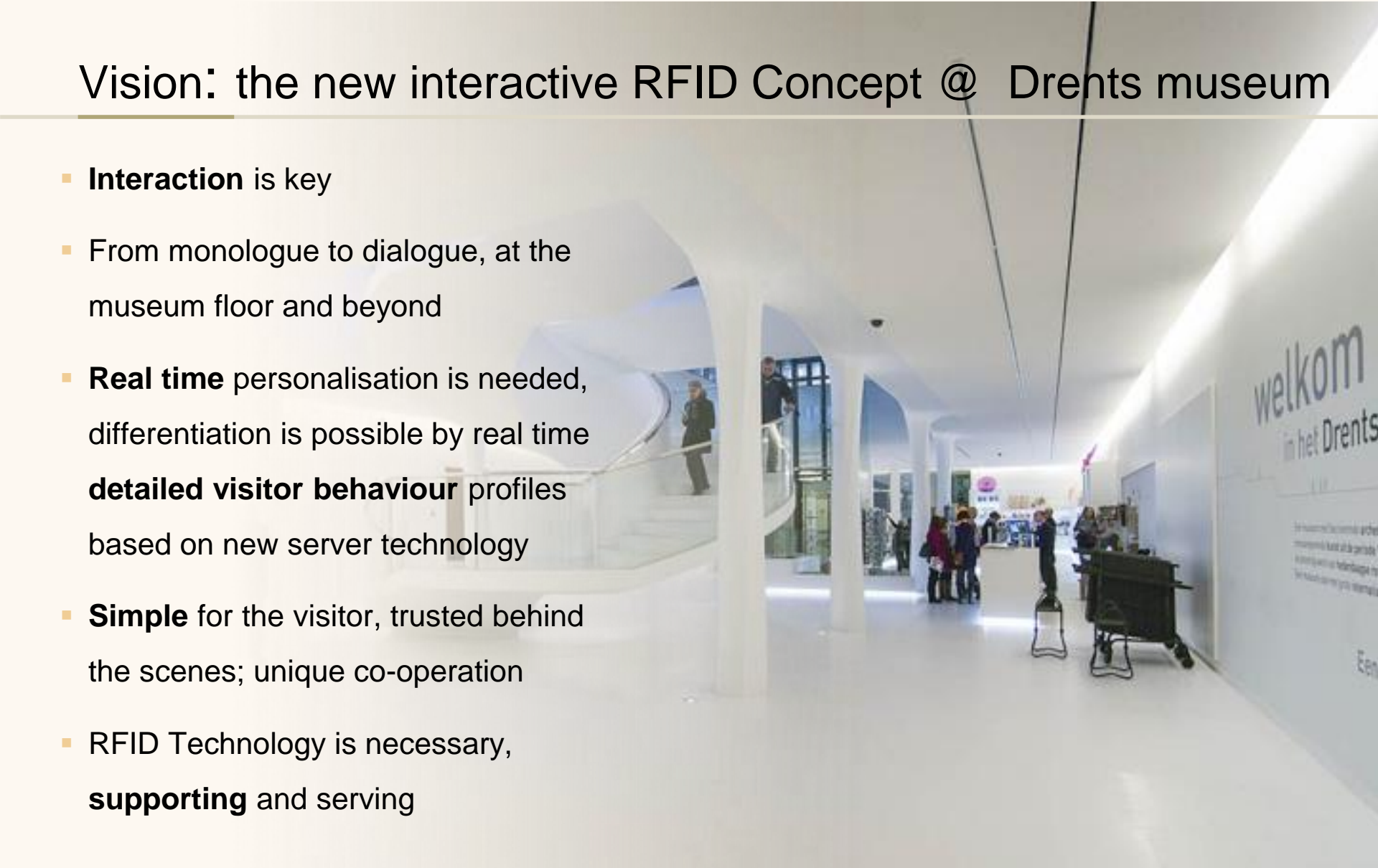


BL Movie

Vision: the new interactive RFID Concept @ Drents museum

- **Interaction** is key
- From monologue to dialogue, at the museum floor and beyond
- **Real time** personalisation is needed, differentiation is possible by real time **detailed visitor behaviour** profiles based on new server technology
- **Simple** for the visitor, trusted behind the scenes; unique co-operation
- RFID Technology is necessary, **supporting** and serving

The visitor is in control !!



Mission: enhance experience, hospitality & sponsoring

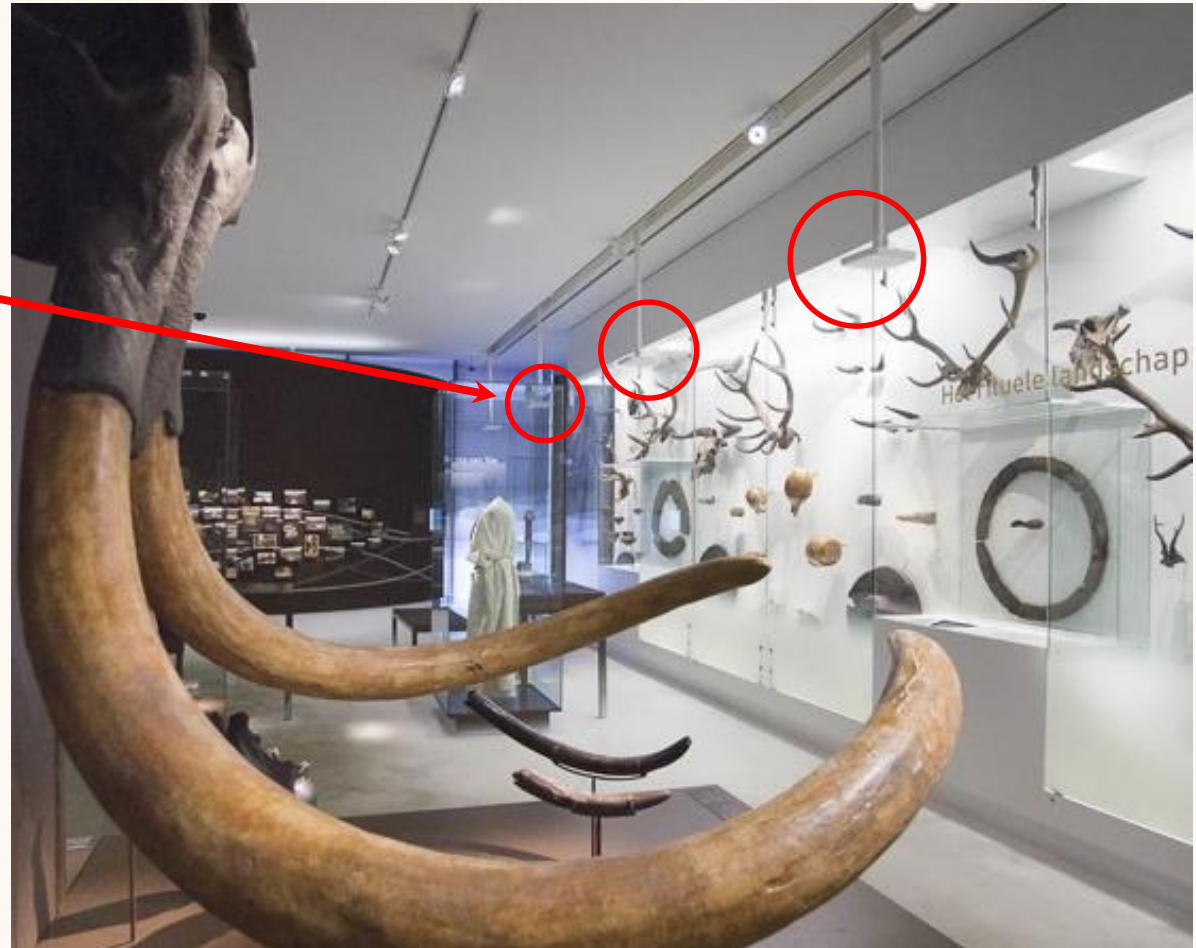
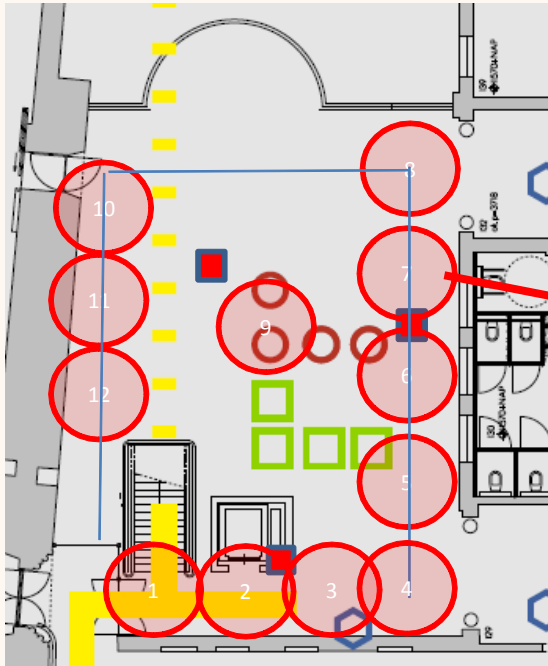
- The I points, **triangulation** and the RFID card:
- New form of visitor **experience** (dynamic profiling)
- New form of **interaction** (triangulation)
- New museum concept in which **new services** will be developed. (museum, shop, retail)
- New **contact** in the museum and after the visit (Internet)
- **Crowd Control**, interactive and real time visitor information
- New **marketing** in combination with partners loyalty cards e.g. sponsors, travel agencies

The RFID I points and real time location sensing are part of the new Drents Museum vision and strategy

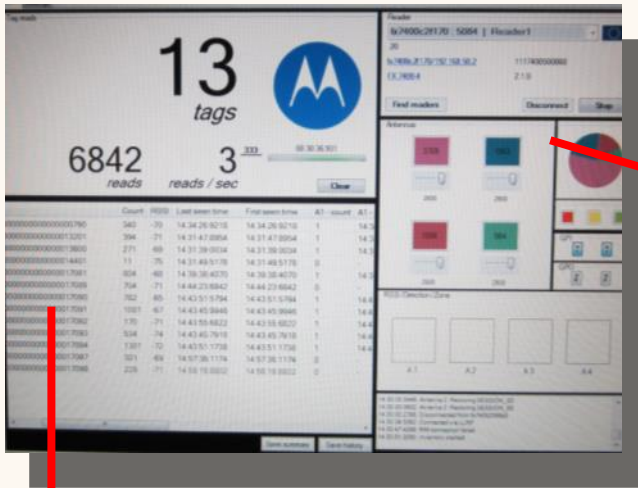
Key features RFID Blueprint @ Drents Museum



How does it work? Real time location sensing and interaction with the consumer



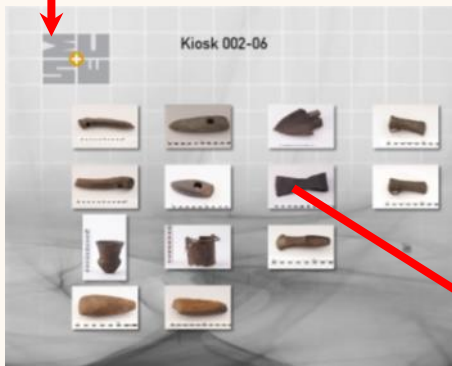
How does it work? Real time location sensing and interaction with the consumer



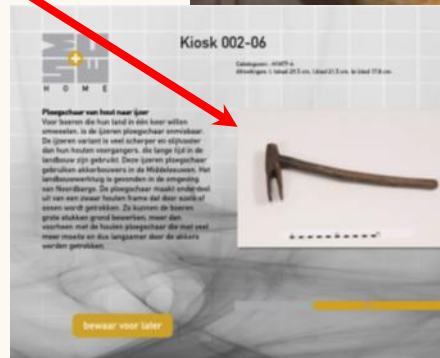
13 tags

6842 reads / sec

Count	TagID	Last seen time	Coordinates	AT	Count
340	70	14.24.26.9210	14.24.26.9210	1	14,3
394	71	14.21.47.8954	14.21.47.8954	1	14,3
271	69	14.21.28.0034	14.21.28.0034	1	14,3
11	70	14.21.49.0170	14.21.49.0170	0	14,3
804	40	14.20.28.4070	14.20.28.4070	1	14,4
754	71	14.44.23.8847	14.44.23.8847	0	14,3
302	80	14.43.51.0794	14.43.51.0794	1	14,3
1937	67	14.43.45.0040	14.43.45.0040	1	14,4
770	71	14.43.55.8822	14.43.55.8822	1	14,4
534	74	14.43.45.7919	14.43.45.7919	1	14,4
1707	70	14.43.51.1778	14.43.51.1778	1	14,4
821	68	14.57.26.1174	14.57.26.1174	0	14,4
225	71	14.51.19.9302	14.51.19.9302	0	14,4



Kiosk 002-06

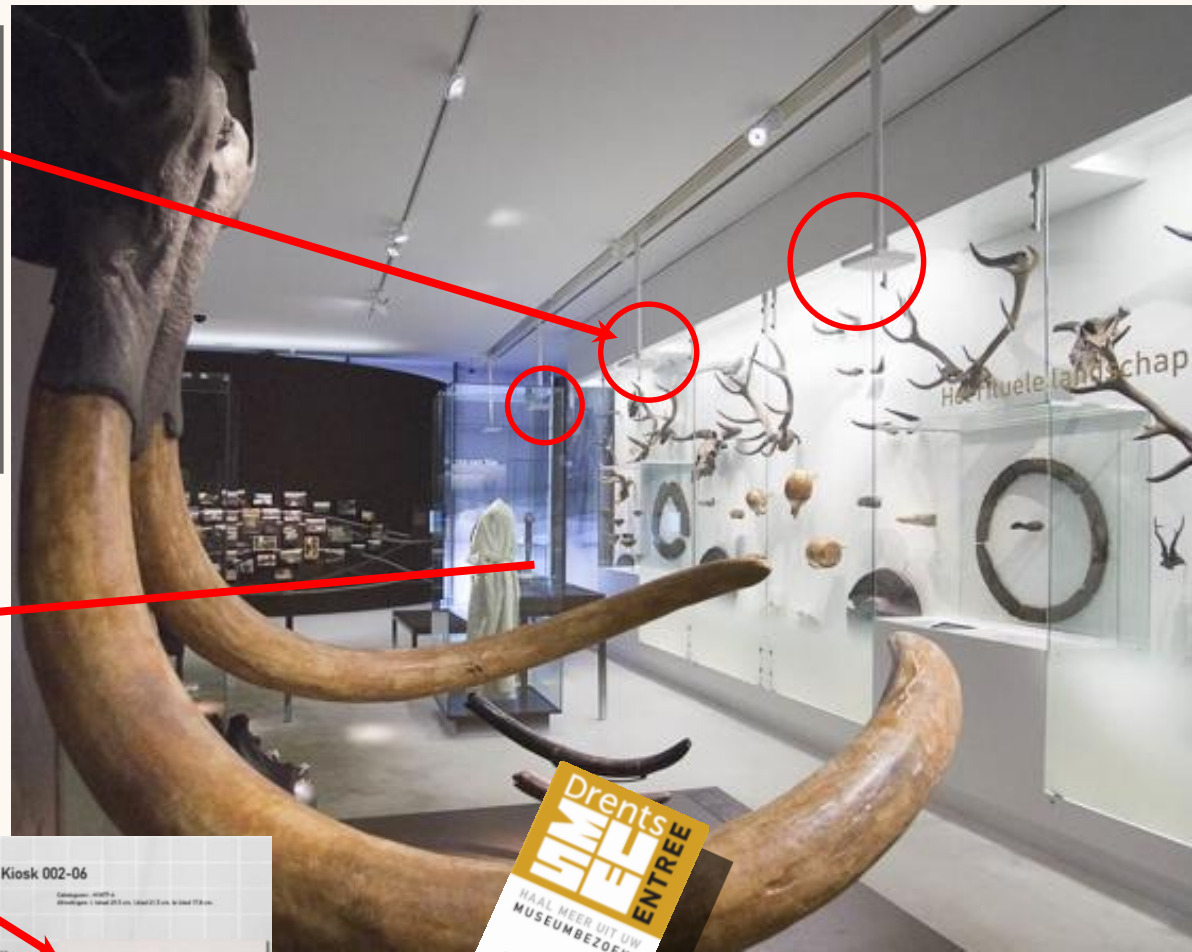


Kiosk 002-06

Ploegschaar van hout met ijzer

Voor kunnen die hout land te open keer willen omzetten, is de ijzere ploegschaar onmisbaar. De ijzere zelf is veel scherper en slijtvaster dan het houten voorgegat, dat lange tijd in de landbouw zijn gebruikt. Deze ijzere ploegschaar gebruikt als houthouder is de Middeleeuwen. Het landbouwverbruik is gebonden in de omgeving van Noordberg. De ploegschaar maakt onder veel uit van een zwaar houten frame dat door aardvol eten wordt getrokken. De houten de houthouder geeft uitstekend grond bewerken, maar dat verbruikt met de houten ploegschaar die met veel meer moeite en dus langzamer door de akkers worden gebruikt.

[breek voor later](#)



BIG questions

- **Profiling visitors:**

Given visitor characteristic, what are his interests (e.g. children vs adults)?

Finding subclasses of visitors based on browsing behaviour

- **Profiling objects:**

Besides Dublin Core labels, do the visitors identify new subclasses of objects?



BIGGER questions

- **Prediction:**

Can we predict visitors behaviour in a meaningful way?

- **Smart museum:**

Can we suggest in *real time* what visitor wants to see next?



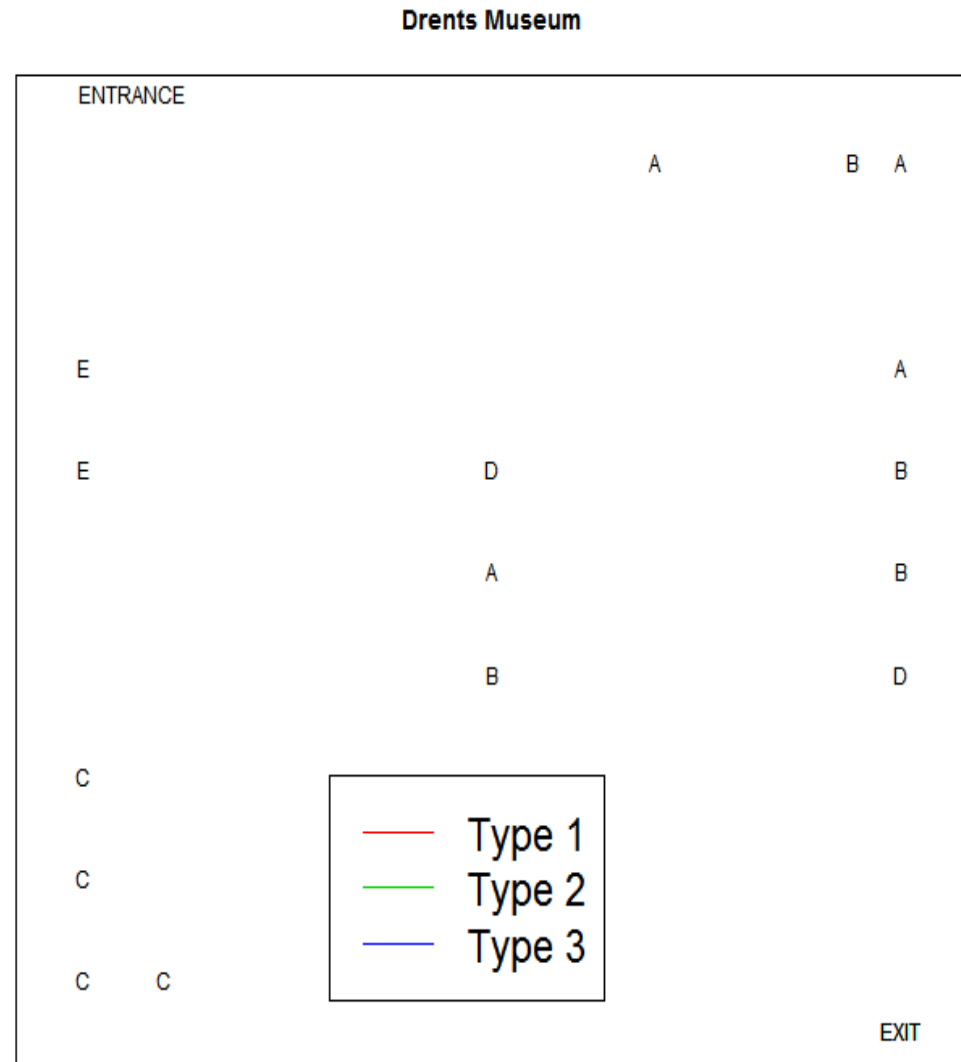
Real time RFID analysis

Our aim is to serve the individual visitor with personalized information

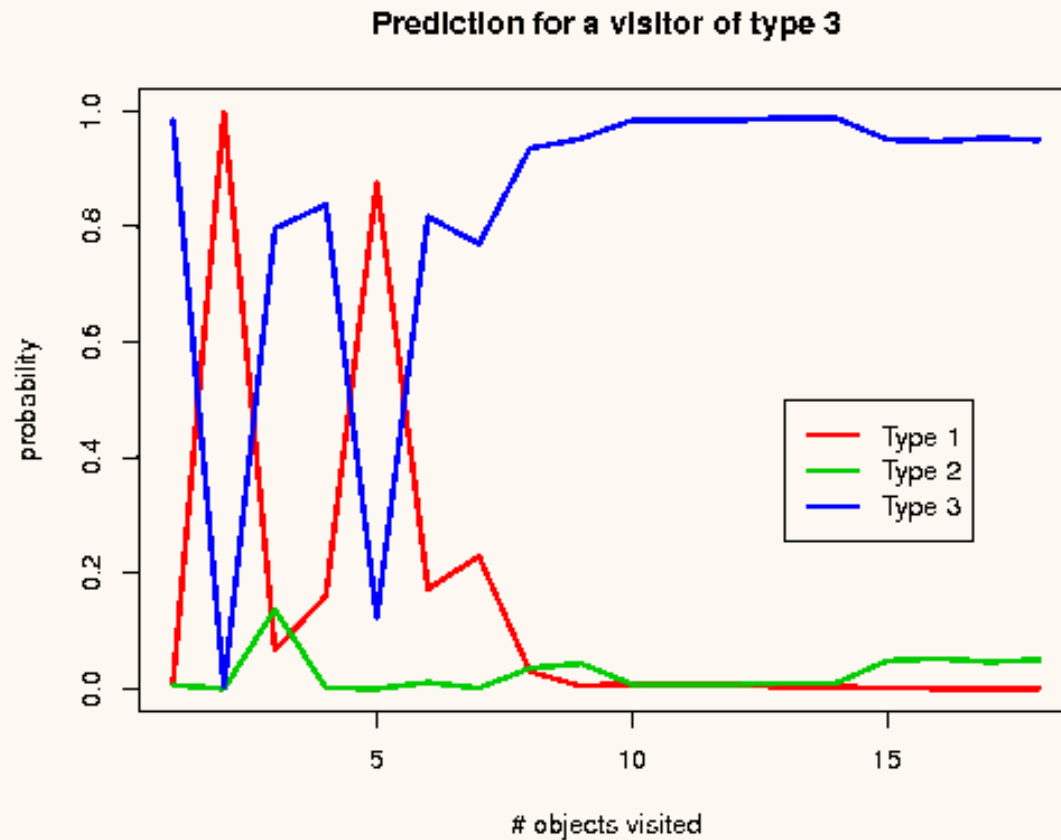
Is this possible?

YES!

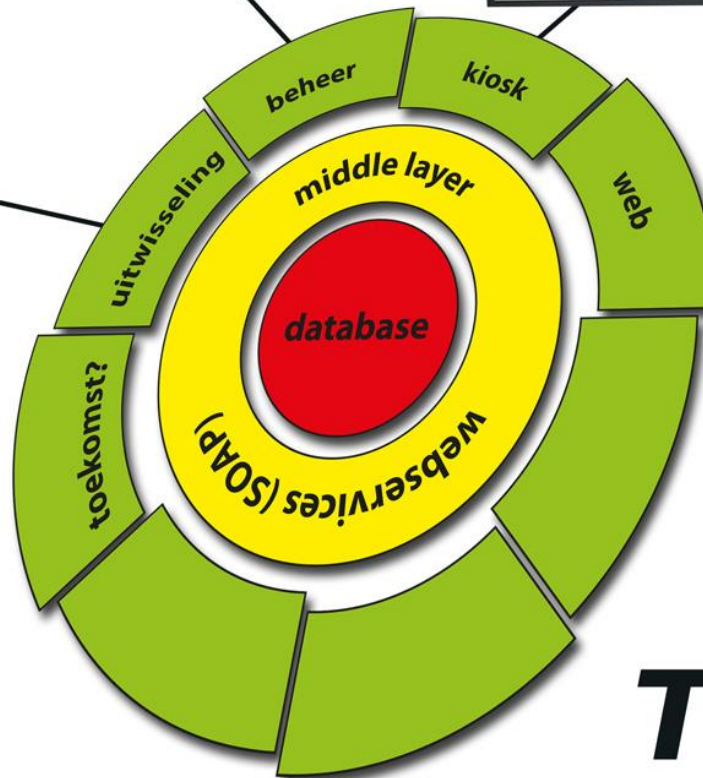
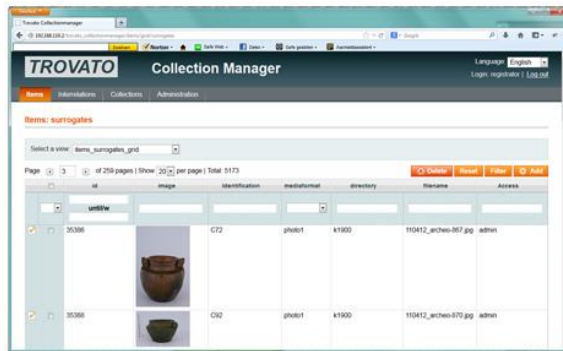
A new visitor enters DM:



After only seeing 8 objects...



RFID Architectuur in het DM



TROVATO

Results:

- Open Source Initiative & Foundation- global connections
- Co-operation university of Groningen chair
Artificial intelligence, statistics and Philosophy.
- Innovative meta-database according to ICOM / Dublin Core standard
- Open database structure. Platform independent.
- Initial contacts: UK – Italy - Australia - German museums
- Besides museums, this concept also works for Retail & hospital environments, events & festivals, fairs, concerts etc.
- First bio-degradable RFID card solution.
(other RFID cards need to be treated as chemical waste);



Ferm RFID Solutions

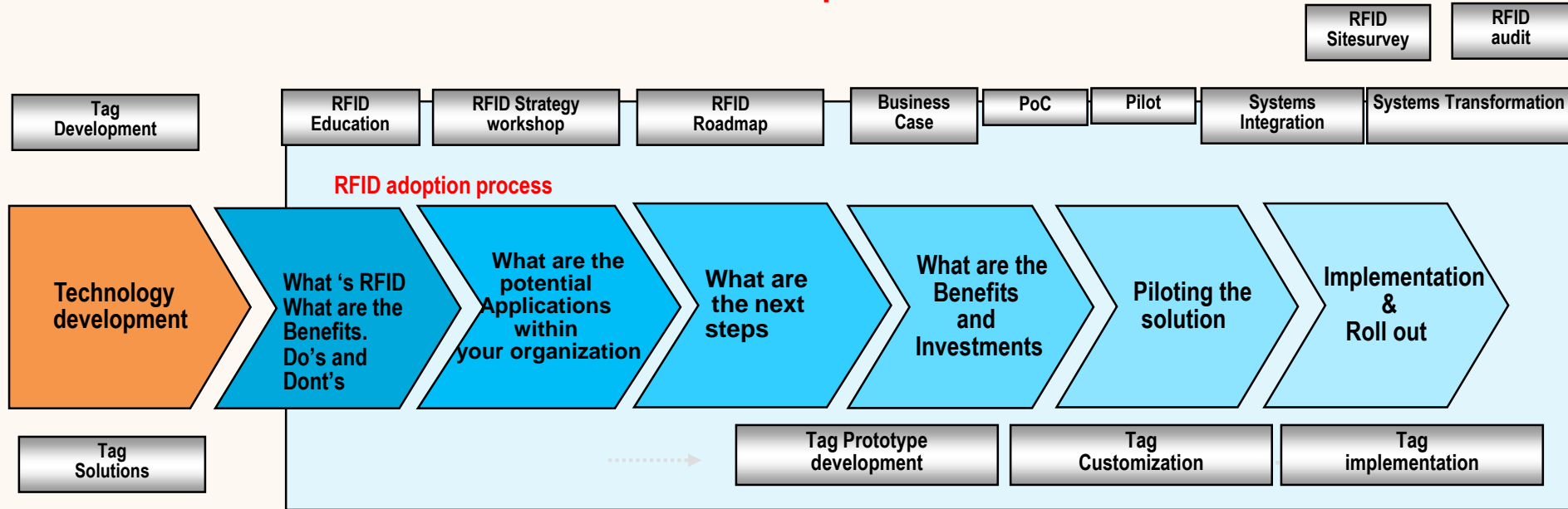
Additional information

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Identificatierealisten



Our Tag Solutions and Service Offerings

Our RFID services portfolio



Our RFID Tag portfolio

Our tag solutions and service offerings are based on 9 years of pragmatic RFID experience. In this way we can support our customers during all phases of the RFID adoption process

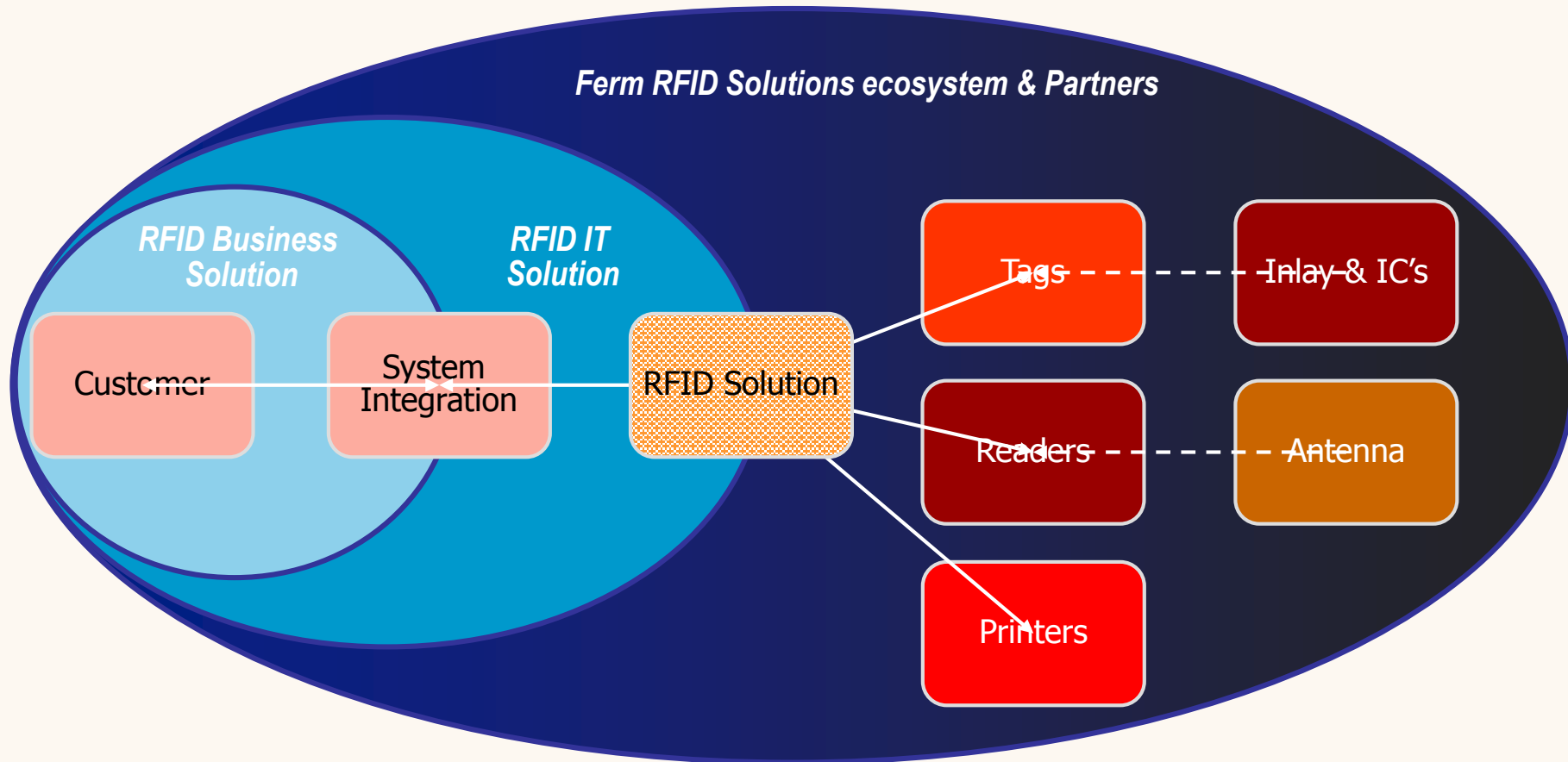
Our current tag portfolio and customers

- **Tire** tag (Vredestein, Lecont, FIA, Pirelli F1, Bridgestone, Hancock,
- **Fashion** tag (Gerry Weber, C&A, Cisalfa)
- **Earmark** tag (MS Schippers)
- **Mobile** telephone tag (Rabobank)
- **Inmould** plastic crate tag (Schoeller Arca, Lomold, Curtec)
- **Onmould** plastic crate tag (Schoeller Arca, Lomold, Curtec)
- **Marathon** tag
- **Wheel** tag
- **Laundry** tag (EE labels)
- **Loyalty** card tag
- **Event** tag (Drents museum)



Our tags are better performing, sustainable and cheaper than any other tags. We can develop and customize new tags in a fast and efficient iterative process, based on the requirements of our customers.

Ferm RFID Solutions covers all aspects of RFID adoption



We realise successful RFID solutions together with our Customers and our worldwide RFID ecosystem of partners and RFID suppliers

Our references:



Offshore & Marine



Making your products move

