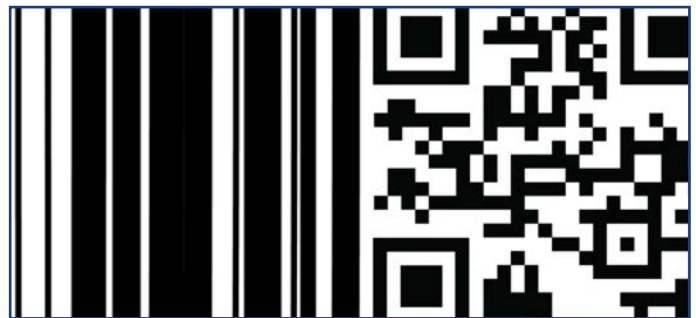
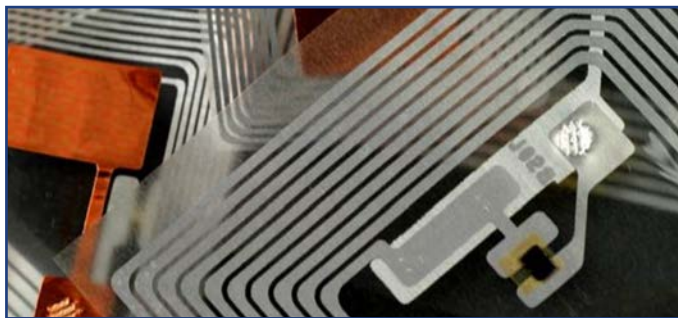


## Which technology works best for your application ...

# RFID or Barcode/Data Matrix?

Barcode and RFID are both ways to identify the object on or in which they are placed. See the chart below to compare the main differences between the two. Northern Apex has also deployed hybrid systems, combining both RFID and Barcode/Data Matrix solutions for clients who want to enhance their current barcode with RFID technology.



	RFID	Barcode/Data Matrix
	Newer technology similar to barcode, but offering many unique advantages	Has a long history of effective applications
<b>Line of Sight</b>	Not required	Required
<b>Identification</b>	Uniquely identifies each individual item	Identifies the type of item
<b>Read/Write</b>	Add/change or store data	Read only (reports initialized information only)
<b>Interference</b>	Little known interference	Anything blocking/warping the label will interfere (dirt, packaging, paint or other coatings, etc.)
<b>Durability</b>	Rugged and well protected (can be surface mounted in many applications)	Easily warped because of exposure to the 'elements' — Removed/Tarnished (must be external)
<b>Read Range</b>	1 inch to 100s of feet or more (short range to long distance)	1 inch to several inches (short range only)
<b>Read Rate</b>	Several tags can be read simultaneously (up to thousands in seconds)	A few labels can be read at the same time (usually requires manual handling/orientation)
<b>Automation</b>	Fixed readers do not require human involvement (blend into environment)	Can be automatically scanned, if oriented correctly
<b>Labeling</b>	On the fly (multiple updates allowed)	Preprinted (initialized once)