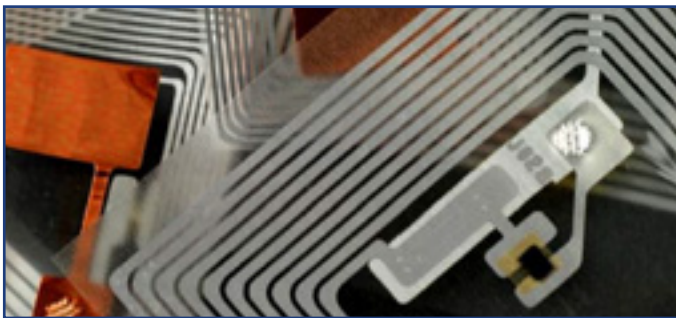


Which technology works best for your application ...

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
Line of Site	Not required	Required
Identification	Uniquely identifies each individual item	Identifies the type of item
Read/Write	Add/change or store data	Read only (reports initialized information only)
Interference	Little known interference	Anything blocking/warping the label will interfere (dirt, packaging, paint or other coatings, etc.)
Durability	Rugged and well protected (can be surface mounted in many applications)	Easily warped because of exposure to the 'elements' — Removed/Tarnished (must be external)
Read Range	1 inch to 100s of feet or more (short range to long distance)	1 inch to several inches (short range only)
Read Rate	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)
Automation	Fixed readers do not require human involvement (blend into environment)	Can be automatically scanned, if oriented correctly
Labeling	On the fly (multiple updates allowed)	Preprinted (initialized once)