Emerging Technologies Forum
Advances in RFID

Date: 3 May 2019 (Fri)
Time: 2:30pm to 5pm

Registration Form

To: CityU Business and Industrial Club (CUBIC)
Name: (*Prof / Dr / Mr / Ms) ______________________
Position: ______________________
Organization: ______________________
Phone: (Office) ______________________ (Mobile) ______________________
Fax: ______________________
Email: ______________________
Address: ______________________

Are you a CUBIC member?  *Yes / No
(* please delete as appropriate)

Notes:
1. Seats will be reserved on a first-come-first-served basis. Please complete and return the registration form to us on or before 26 April 2019 by:
   Fax: 3442 0883 or Email: cubic@cityu.edu.hk
2. You are welcome to invite other guests to attend the Forum. Separate form should be used for each application. Please make a copy of the form, if needed.
3. Notification on successful registration will be sent via email by 30 April 2019.

Enquiries:
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**RFID Application in our SMART Retail Journey**

Mr. Patrick Tsang

The Hong Kong-listed jeweler Chow Tai Fook is the pioneer in global jewellery industry to adopt RFID (Radio Frequency Identification) technology to improve their operation. In the past, the jeweler found it difficult and costly to capture customer shopping behavior, and time consuming to manage the logistics and stock counting. By attaching RFID tag to each jewellery and using smart RFID devices, Chow Tai Fook has seen substantial improvement in their sales, operation and logistics processes.

The jeweler has worked with a local vendor to develop a smart retail solution and an integrated inventory control system that are enabled by RFID technology. Whenever a jewellery is placed on a tailor-made smart tray, the built-in sensor of the tray will identify the item by the RFID price tag attached to it. By using this system, the jeweler not only improves day-to-day work performance but also generates big data analytics for understanding customers and formulating business strategies. The RFID price tag of each jewellery item enables product traceability in all stages of the business flow. By using a RFID scanner which can read the RFID codes of the jewelries placed inside the glass counters without the need to take them in and out, stock counting can be done in a very efficient manner.

Since its first pilot test a few years ago, RFID technology has already been deployed in all the retail stores of Chow Tai Fook in Hong Kong. The jeweler will extend the RFID deployment to their newly opened shops in Asia.

**How RFID Plays an Important Role in 5G?**

by Dr. Wong Hang

Internet of Things (IoT) will be one of core parts in 5G. Radio Frequency Identification (RFID) plays an important role in advanced IoT developments. Conventional RFID technologies through electronic way enhances users’ experience in payment, logistic, transportation, medical care, and entertainment. The technology market forecasts new types of RFID-sensing technique will further contribute to intelligent wireless-sensing network which can build up a promising infrastructure for IoT applications. This seminar provides participants with comprehensive coverage of an overview of LTE/5G communications, an IoT concept in 5G, and the RFID role in 5G applications. The development of recent RFID tags for modern wireless communications will be given with major milestones, design challenges and perspectives.