

# RFID in Hong Kong & China Market Assessment & Case Studies



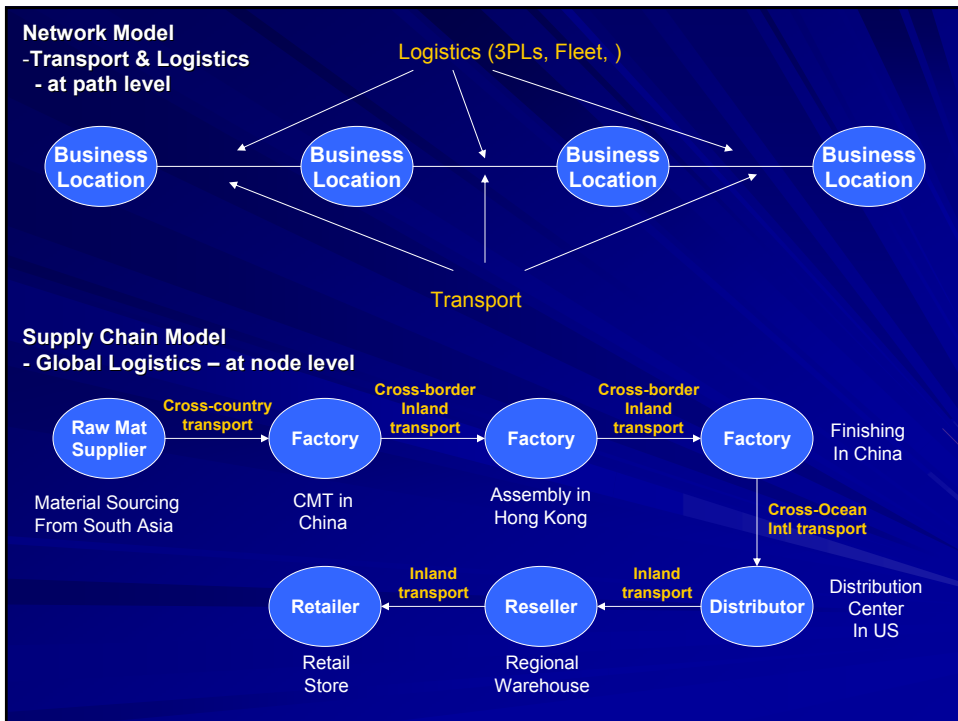
(ETC)  
Electronic Toll Collection  
In Hong Kong  
Adopted RFID technology  
Since 1992

210,000 customers

320,000 tag reads/day



Market Segment	Transport Industry	Logistics Industry	Industries in Supply Chain Network
Target Customers	- Government - Transport Operator - Consumer (Motorist)	- Logistics Company	Upper stream: Manufacturer Middle stream: 3PL, Distributor Lower stream: Retailer
Technology & Services Expansion	<p><b>ITS</b> Intelligent Transport Systems</p> <p>RFID</p> <p><b>In Transport (Road + Vehicle)</b></p> <p><b>Controls Vs Time Compression</b></p>	<p><b>LMS</b> Logistics Management Solutions</p> <p>GPS RFID GPRS</p> <p><b>In Logistics (Vehicle + People)</b></p> <p><b>Controls Vs Costs Saving</b></p>	<p><b>SCM</b> Supply Chain Management</p> <p>RFID</p> <p><b>In Supply Chain (Cargo)</b></p> <p><b>Time Compression Vs Competitive Advantage</b></p>
Benefits to the customers	<p>- Traffic Controls</p> <p><u>For Transport Operators</u> - More vehicles flow in</p> <p><u>For Consumers</u> - Travel Time Saving</p>	<p>- Trace &amp; track fleet operation</p> <p>- Increases efficiency/productivity</p> <p>- Lower operating costs</p> <p>- Reduce accidents</p> <p><u>For the vehicle drivers</u> - Negative benefits</p>	<p>- Competitive Advantage</p> <p>- Reduce paper works</p> <p>- And hence human errors</p> <p>- Increase information accuracy</p> <p>- Incr. Supply Chain visibility</p> <p>- Customer satisfaction</p> <p>- Risk Management</p>



THANK YOU!

