

Custom RFID Solution

Every Shipment. Every Item. Perfectly Recorded



Addressing Unique Challenges:

Citizen, a trusted name and brand leader in the watch industry for over 100 years, is known globally for their technical precision, quality craftsmanship and design excellence. Citizen Watches Australia Pty Ltd are the Australian importer and distributor for Citizen Watches.

Citizen's head office in Japan required operations in Australia to implement a mechanism that would scan RFID tags inside the product boxes. This process was required to be performed before products were dispatched to various retailers. The RFID tracking system would scan and record the destination of orders dispatched, sending the data over the Internet to the head office database.



Delivering Impact Through A Tailored Solution:

Unique Micro Design's (UMD) engineers designed and installed a custom stand-alone RFID tunnel portal solution based on the UMD RACE (RFID Advance Controller for Embedded) architecture which met Citizen Japan's exact specifications. UMD's RFID RACE Controller interfaces with the Zebra FX9600 Fixed RFID Reader. The Zebra FX9600 RFID Reader was chosen for its high read accuracy, fast scanning, and robust performance in challenging environments. Its reliable readability enhanced throughput and significantly improved efficiency.

UMD's engineers who are RFID Solutions Specialists, optimised the RFID tags and reading antenna positions, which resulted in 100% tag readability. The system automated the recording and communication of collected data, saving approximately 15 minutes per shipment.

Custom Software For Enhanced Shipment Management:

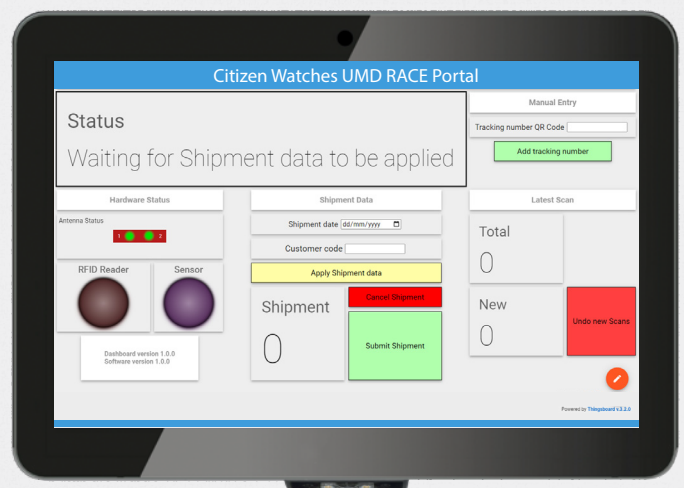
A fixed kiosk on the RACE Portal runs a UMD developed custom application that:

- Enables the operator to enter shipping data from the Citizen delivery docket
- Manages and validates the counting process
- Communicates shipping data: date, destination location, total tags in the current shipment
- Enables cancellation or submission for shipment to Citizen Japan's head office database

These new benefits gave Citizen a thorough insight into their delivery status.

Results:

UMD RACE Portals automatically records and communicates the destination of orders dispatched to Citizen Japan's head office, with 100% RFID tag readability.



Client Comment:

"Being able to leverage RFID Technologies in real time, provided better inventory visibility and minimised counterfeit marketing."

- Tommy Jameson, IT Manager, Citizen Watches Australia.



UMD's Citizen Solution

FINALIST

Logistics and Supply Chain

RFID Precision, Driving Operational Efficiency.