

Press Release

**Read Menu or Differentiate the Right Food? No Longer a Problem!
LSCM R&D Centre's Latest RFID Reader
Ignites Hope for the Visually Impaired**

The visually impaired have to face a lot of difficulties in daily life. As simple as dining, they cannot order food in restaurants as it is hard for them to read the menu properly. Even if at home, it is not easy for them to differentiate between foods or sundries that have similar shape.

To cope with this problem, the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) utilised the Radio-frequency Identification (RFID) technology in launching the “UHF RFID Reader Chip”, which is the first of its kind in the whole Greater China region. The visually impaired only need to put the RFID reader onto the object which is embedded with a RFID tag, the name of the object will be read out after a swift scanning. With a RFID reader in hand, the visually impaired can “read” the menu at a restaurant with ease and they could pick the right food with similar packages without difficulty if they are cooking at home.

The LSCM R&D Centre has commercialised this project and mass production of this advanced RFID reader is expected to start within this year, which could reduce the unit cost. The retail price of a RFID reader manufactured in Europe or United States of America is around HK\$10,000 to \$18,000, whereas the production cost of an UHF RFID reader by the LSCM R&D Centre is only about HK\$500 and each RFID label only costs HK\$0.7. Besides, the LSCM R&D's UHF RFID reader is lighter, smaller and easy to operate. Its functions are significantly improved such as lower battery consumption, more advanced data reception and transmission capabilities.

According to the Census and Statistics Department's figures in 2008, there are 122,600 visually impaired people in Hong Kong. The LSCM R&D Centre hopes that by applying the RFID technology extensively to every aspects of daily life in the near future, we can provide assistance to the visually impaired in solving daily life difficulties, so as to build up a smart city.

In order to provide first-hand experience of this innovative and technologically advanced RFID reader to the public, the LSCM R&D Centre will showcase the reader's superb functions during the “HKIE Hi-Tech Fiesta 2014”, with details as below:

Date: 8 June, 2014 (Sunday)
Opening Hours: 9:00am– 5:00pm
Location: 3/F, Star Hall, Kowloonbay International Trade & Exhibition Centre,
1 Trademart Drive, Kowloon Bay
LSCM Booth : Booth U (Next to Robot Display and Workshops)
Fee : Free of charge



Public and children can visit the booth of LSCM R&D Centre during the “HKIE Hi-Tech Fiesta 2014” to experience the latest application of the RFID technology.



The “UHF RFID Reader Chip” developed by the LSCM R&D Centre is light, small and easy to operate.

Media are welcome to contact us if you have any enquiries.

About LSCM R&D Centre

The Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was founded in 2006, with funding from the Innovation and Technology Fund of the HKSAR Government, and co-hosted by The University of Hong Kong, the Chinese University of Hong Kong and the Hong Kong University of Science and Technology. It aims to strengthen the local logistics industry by providing a one-stop shop for technology transfer and commercialisation, and reinforce the cooperation between the industry and research institutes, to bring about meaningful and significant benefits to the community.

Media Enquiry	
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