

RFID Tagging for Food Products

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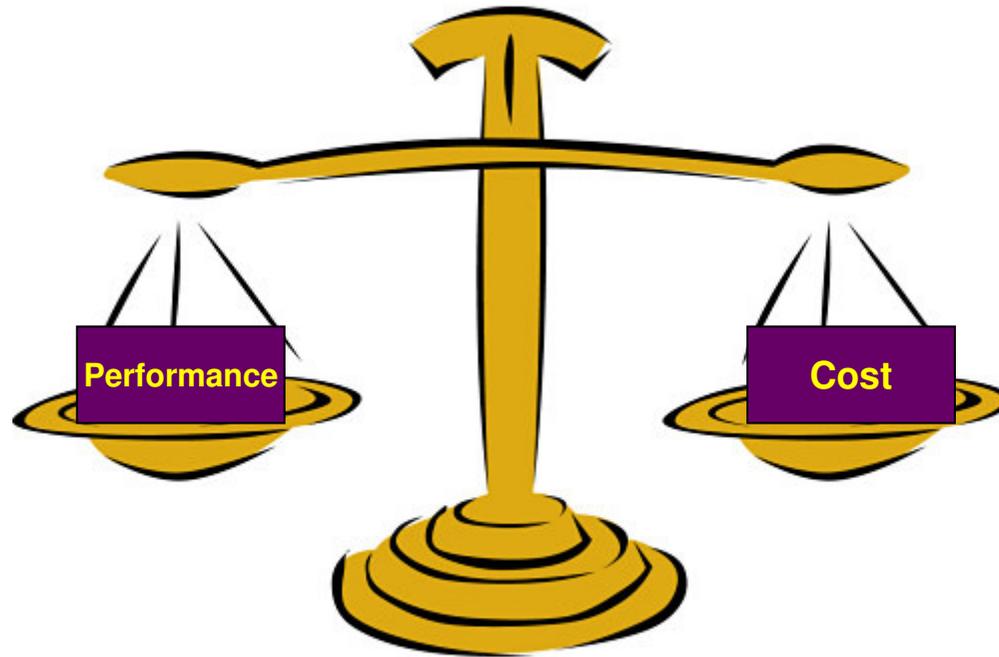
Director of Research and Technology Development

RFID Market Penetration



RFID Market

Cost and Performance Trade-Offs



- 20 cents
 - ◆ Pallet level

- 10 cents
 - ◆ High end products
 - ◆ Anti-counterfeiting medicine, luggage

- 5 cents
 - ◆ Books, garments

- 1 cent
 - ◆ Most consumer products

20 Cents



10 Cents



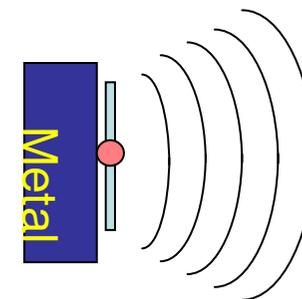
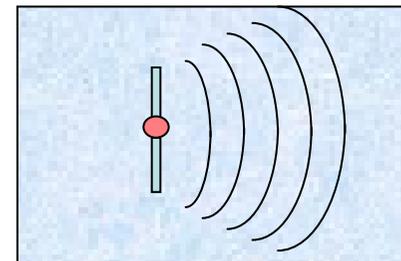
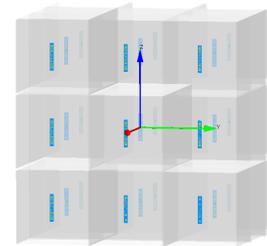
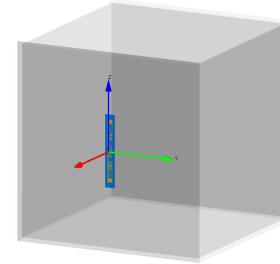
5 Cents



1 Cent



- Detuning effects
 - ◆ Free space properties altered when sticking to specific objects
- Stacking effects
 - ◆ Stand-alone tag's characteristics different from stacking tags
- Water and moisture contents
 - ◆ Liquid is bad to EM, but cannot be avoided
- Metallic surface
 - ◆ Reflecting, obstruction, and shielding



- ~\$1000 USD
 - ◆ Docking doors and warehouses for Walmart and Metro
- ~\$500 USD
 - ◆ Conveyor belt
 - ◆ Luggage sorting, WIP for manufacture
- ~\$100 USD
 - ◆ Smart shelf, retailers POS
- ~\$10 USD
 - ◆ Every consumer can have a reader embedded into their cellular phones

\$2000



\$500



\$100



\$10





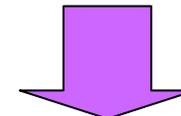
Warehouse applications have strict requirements

- ◆ Reading range
- ◆ Dense reader mode
- ◆ Reading rate and speed
- ◆ Interference rejection
- ◆ Noise rejection
- ◆ Embedded OS
- ◆ Network connections



Embedded applications have special requirements

- ◆ Mostly near field
- ◆ Reading speed optimized for specific scenarios
- ◆ Data rate optimized for specific scenarios
- ◆ Interference and dense reader mode determined by application setup
- ◆ Sharing with hosting infrastructure
- ◆ **But power consumption and form-factor really matters**



- **Application-Specific Antennas**
 - ◆ Detuning effects
 - ◆ Stacking effects
 - ◆ Package-specific antennas
 - ◆ 3D and package conformal antennas

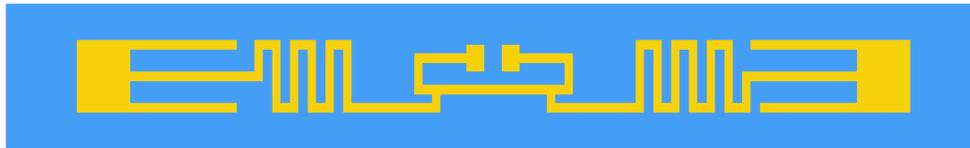
- **Antenna Printing Using Conductive Inks**
 - ◆ Cost saving and environmentally friendly
 - ◆ Strap bonding

Tags Are Not Used in Free-Space

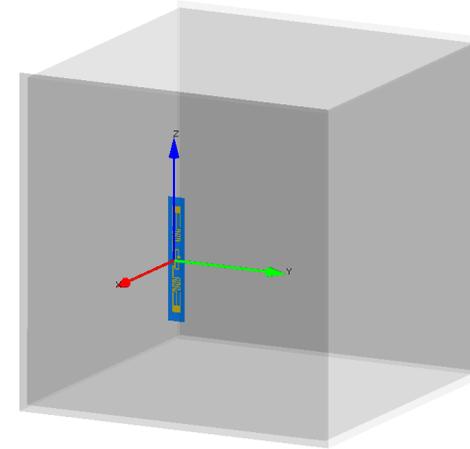
- Most antenna designs and analysis are based on the free-space assumption
 - ◆ Simulation and 3D radiation measurement
 - ◆ Link budget
 - ◆ Sensitivity and interference rejection, etc

- But tags have to be attached to something





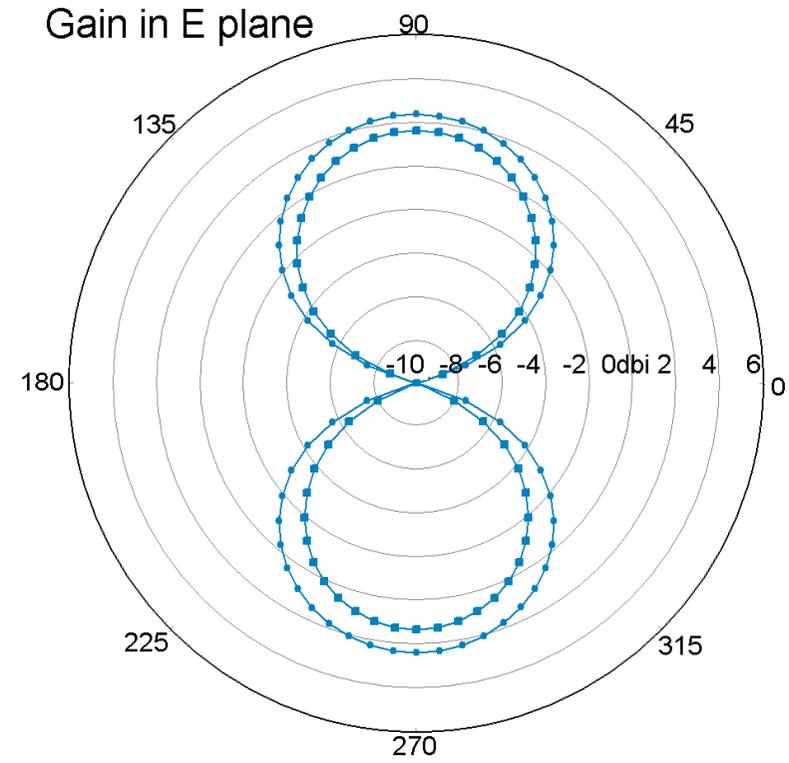
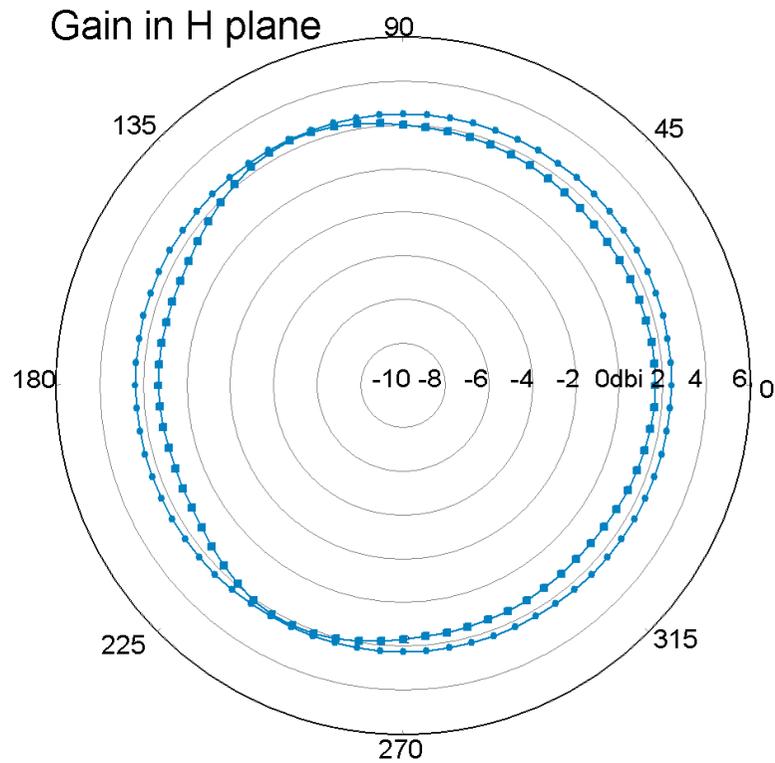
ALN-9540 antenna



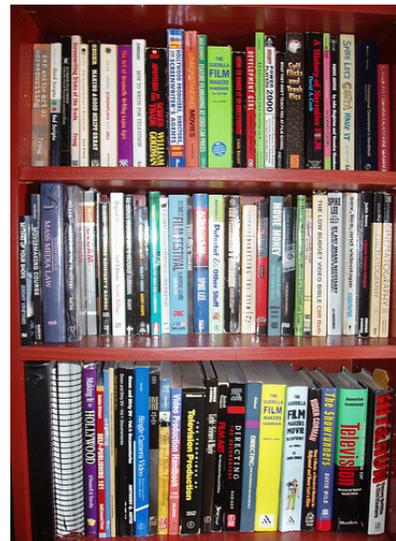
Empty Carton Box

	Radiation Efficiency	Impedance	Gain
Free space	97.24%	15.8+108.1j	2.47dBi
Attached on package	91.4%	27.9+85.4j	2.41dBi

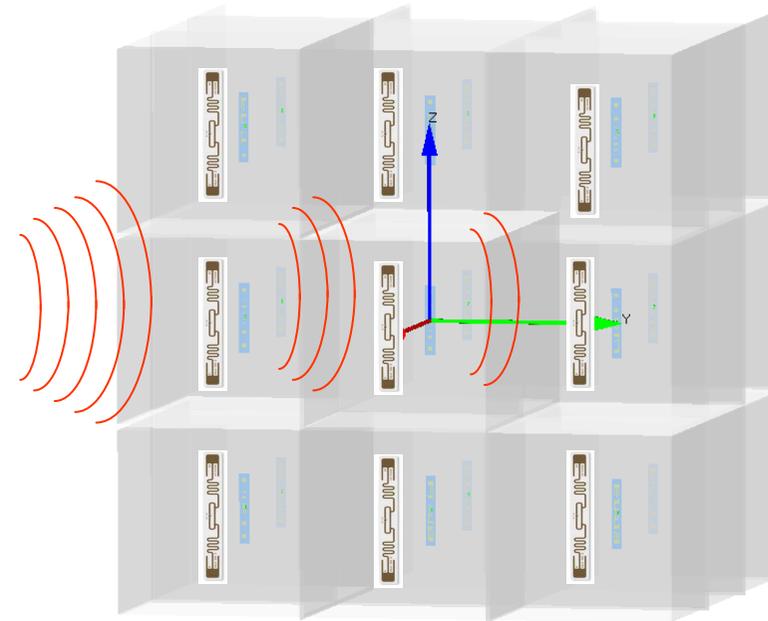
Detuned Antenna Radiation



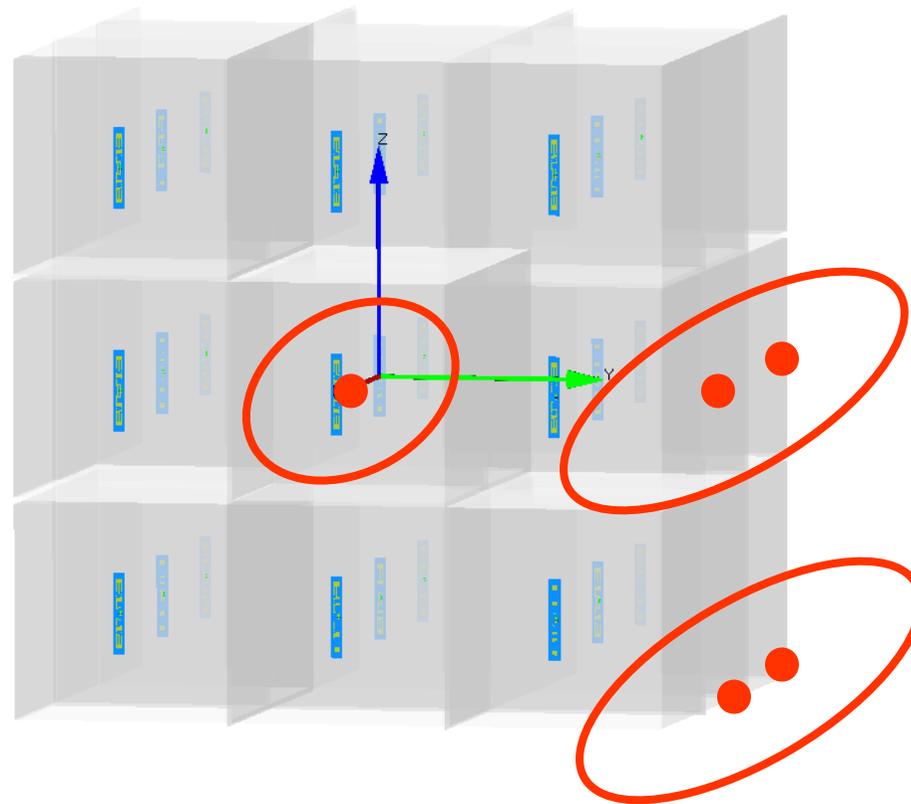
- Tags are seldom used stand-alone in real-world
 - ◆ Stacked cartons on pallet
 - ◆ Packed DVDs
 - ◆ Shelved books
 - ◆ Etc.



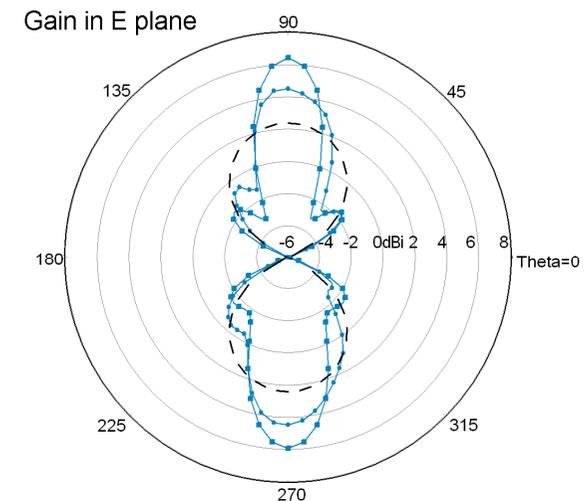
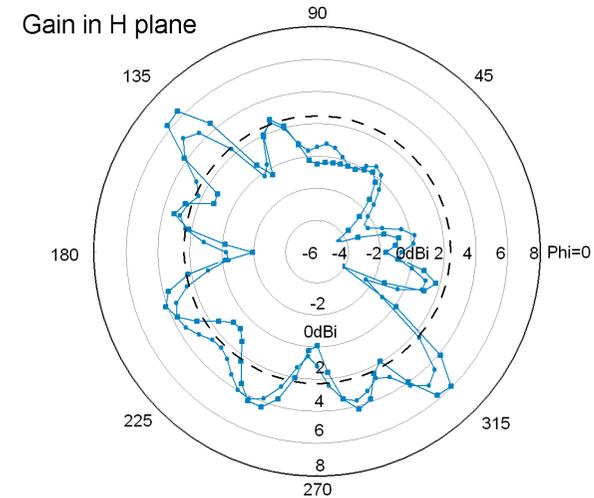
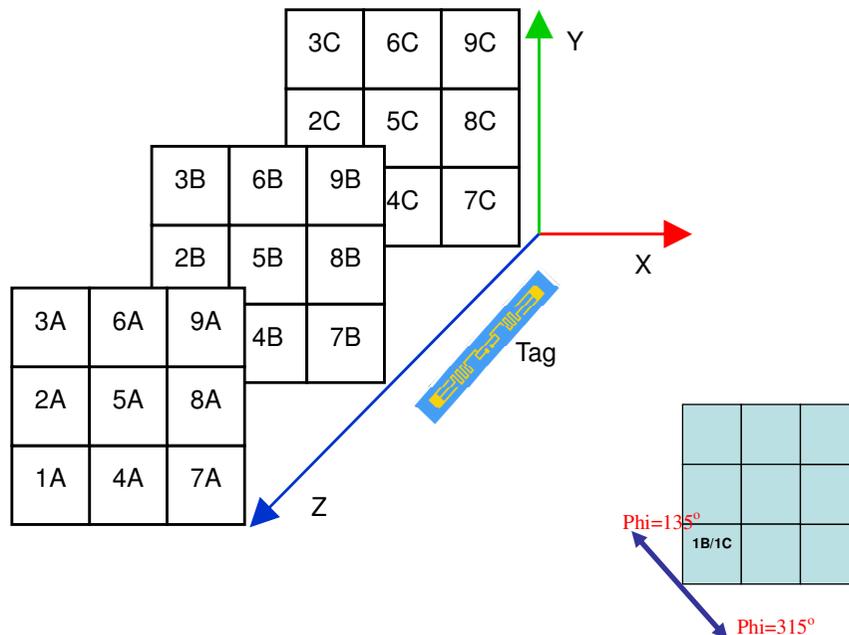
- Stacked RFID Tags
 - ◆ Shielding
 - ◆ Reflecting
 - ◆ Absorbing
- Analysis from stand-alone tags are no longer reliable
 - ◆ Performance degradation
 - ◆ Weak spot and dead spot



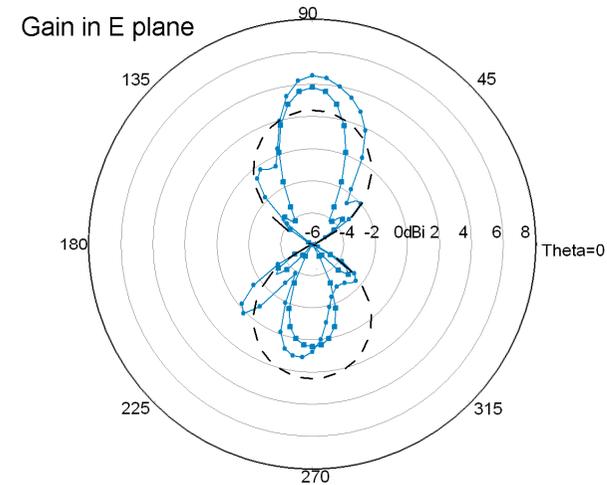
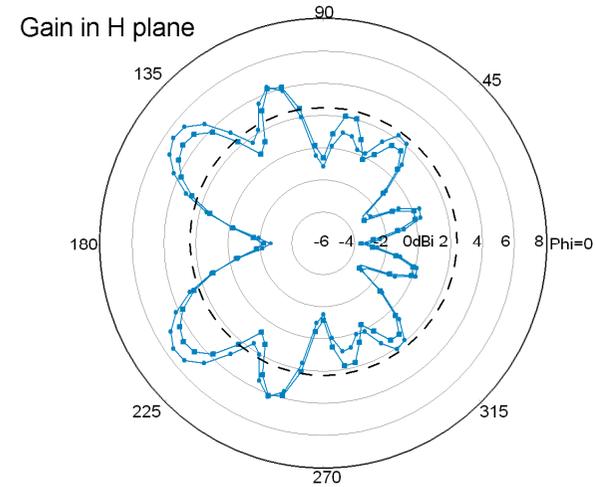
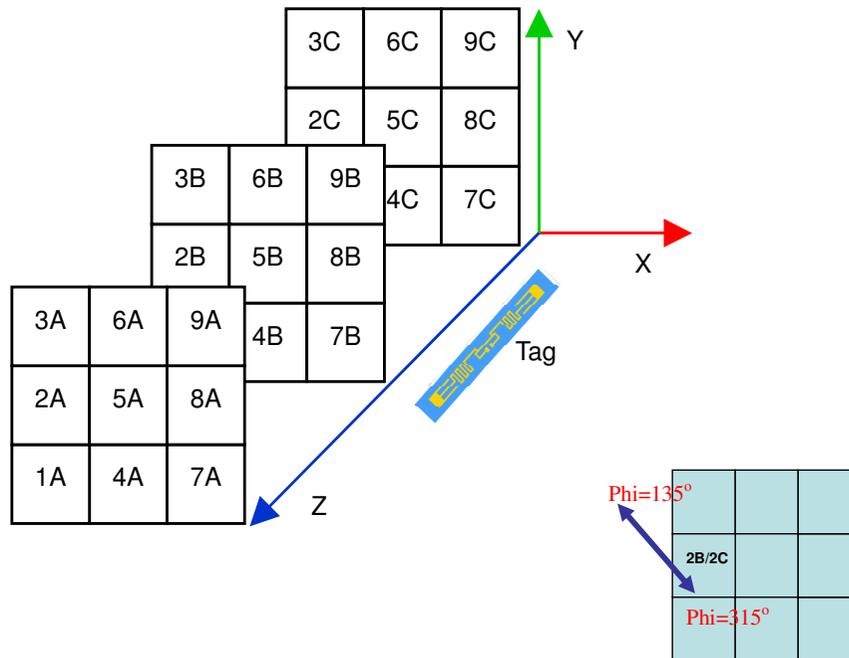
- Three general patterns among six positions



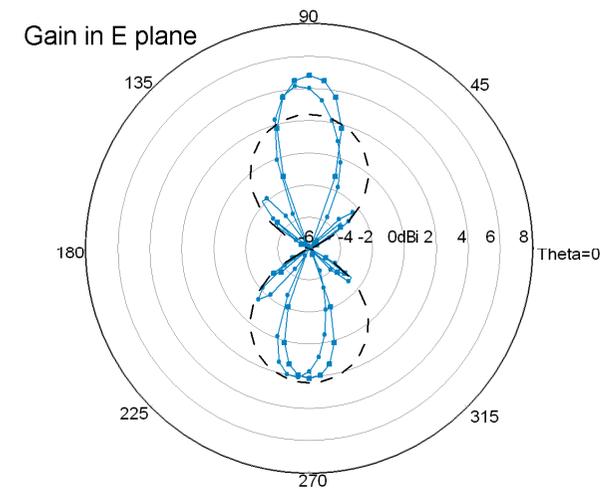
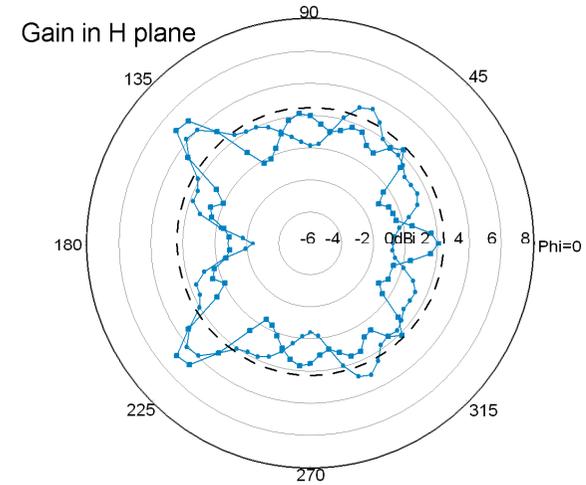
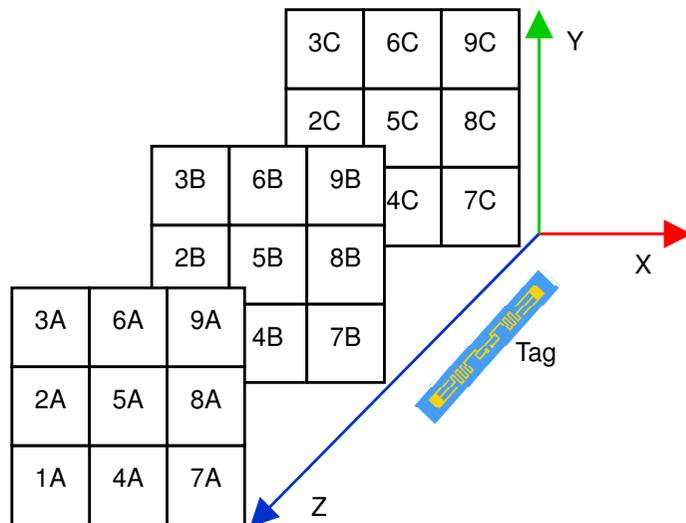
- Edge and Corner (1B and 1C)
 - ◆ Less shielding and scattering
 - ◆ Enhanced at certain directions
 - +6dBi for direction away from stack



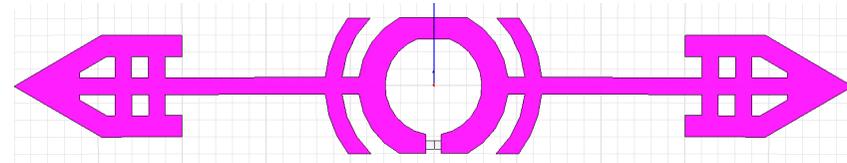
- Surface center (2B and 2C)
 - ◆ Surroundings on the sides
 - -4dBi towards the stacks
 - +4dBi on diagonal away from sta



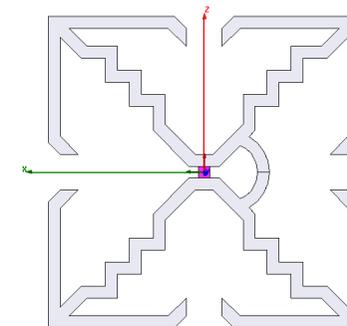
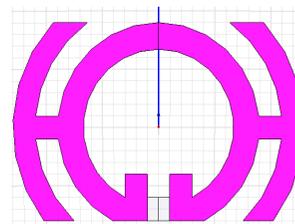
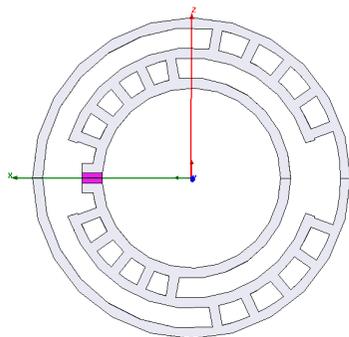
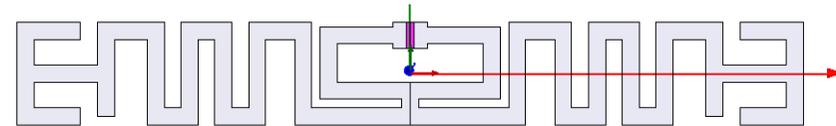
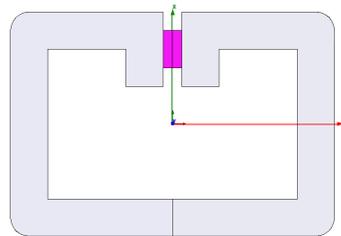
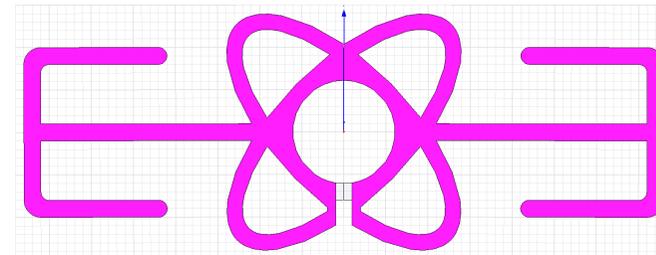
- Mass center (5B 5C)
 - ◆ Suffered the most degradation
 - Most directions to -4dBi



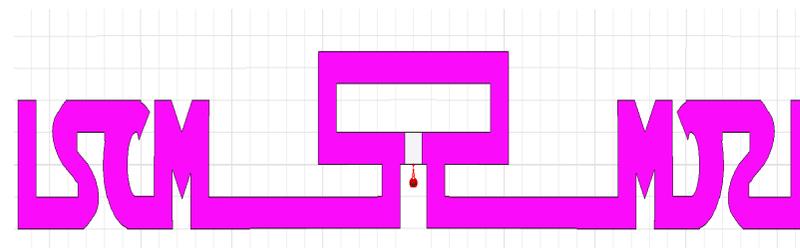
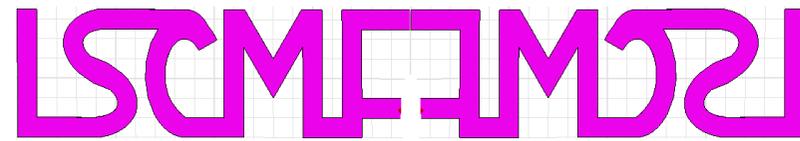
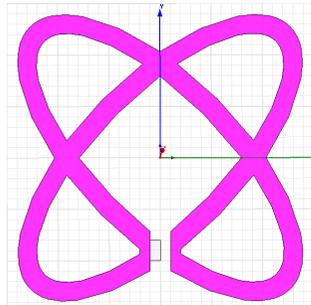
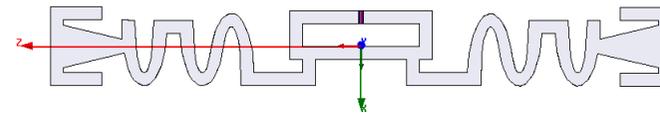
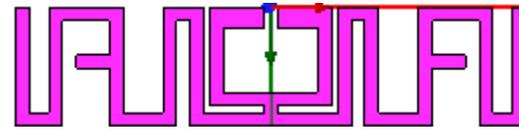
- Factor in the detuning effects from hosting materials



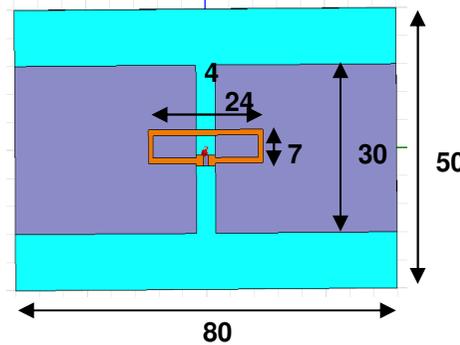
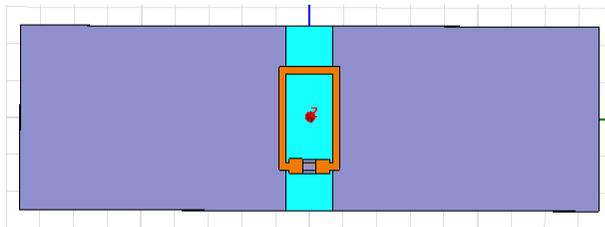
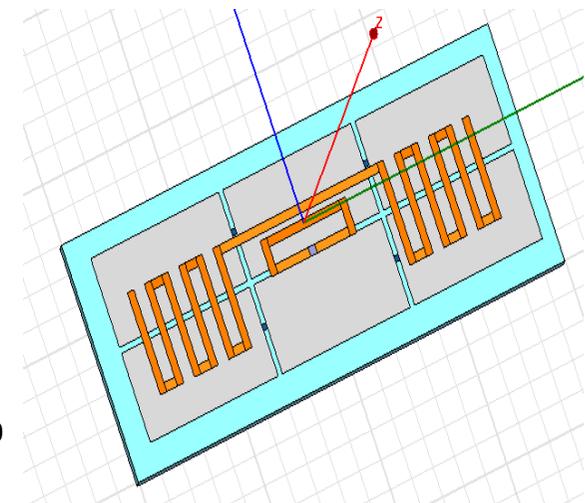
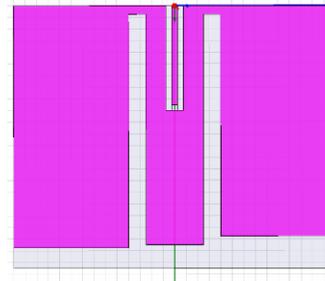
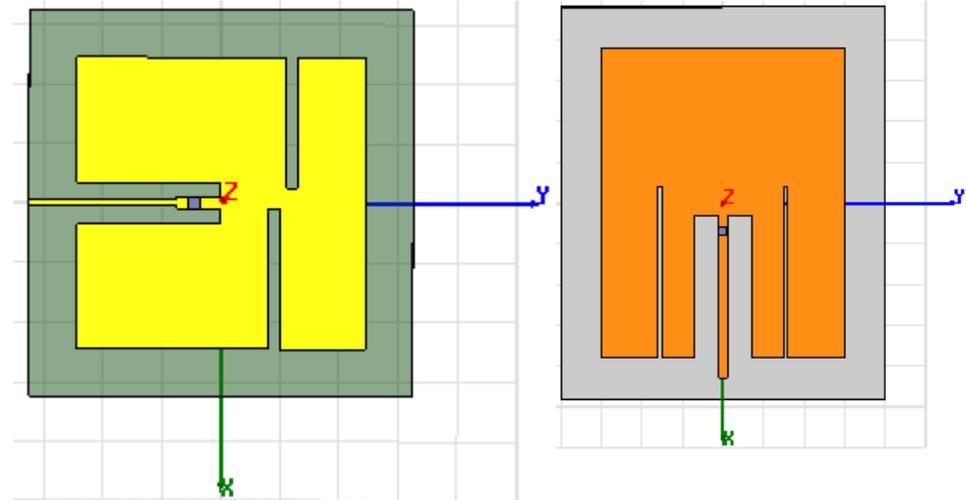
- Fit into the size of special form factors



- Logo and brands
- Letters and words



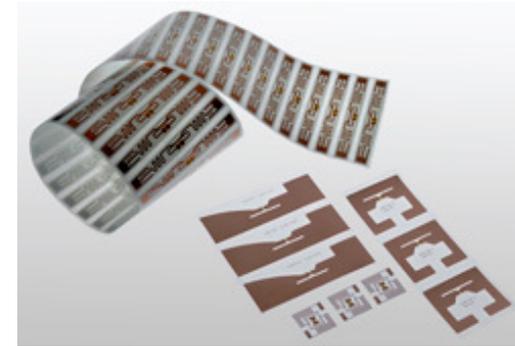
- Inductive coupling antenna
- Patch antenna
- Micro strip antenna
- EBG antenna



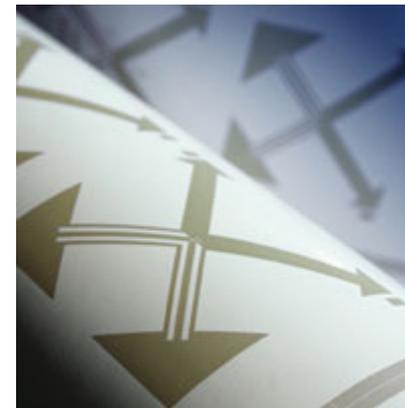
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- Copper and aluminum RFID antenna
 - ◆ Copper/aluminum plating
 - Complicated and expensive process,
 - ◆ Copper/aluminum etching
 - Waste of materials, causing pollution
 - ◆ Not decomposable in recycling process
 - Another potential environmental hazard



- RFID antenna printing using conductive ink
 - ◆ Integrating with the package printing process
 - Significant cost reduction
 - ◆ Environment friendly
 - Made of silver and carbon powder
 - Recyclable and decomposable

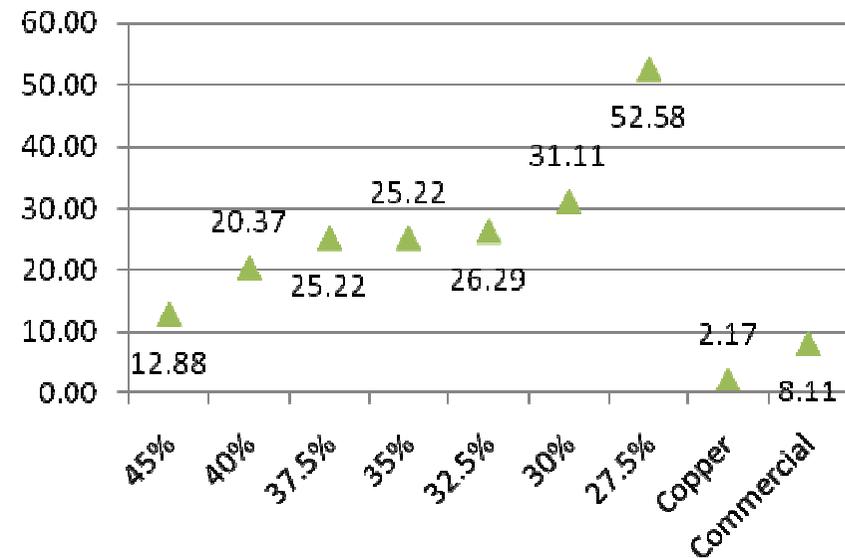


- Conductive ink thickness
 - ◆ Achieving enough conductivity
 - ◆ Considering skin effect under 900MHz

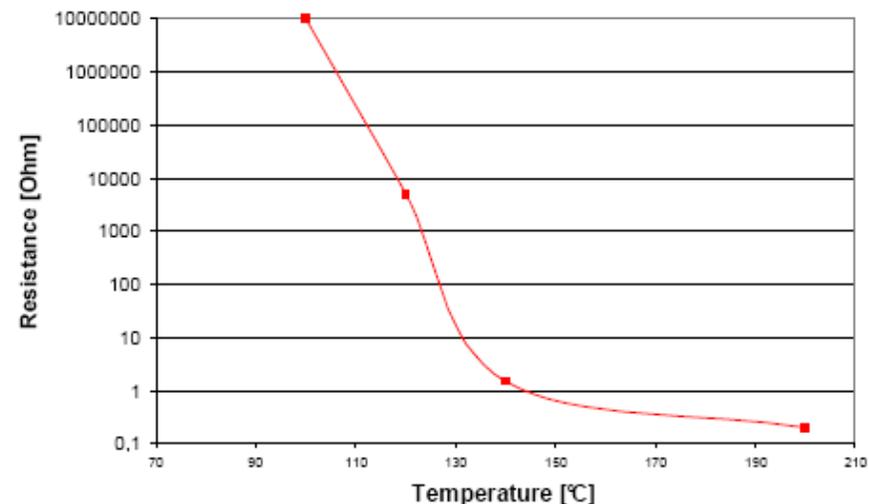
- Curing temperature
 - ◆ Working on formula with lower curing temperature
 - ◆ UV curing

- Curing time
 - ◆ Traditional curing time around 10 mins
 - ◆ Not suitable for roll-to-roll mass production

Skin Depth (um)

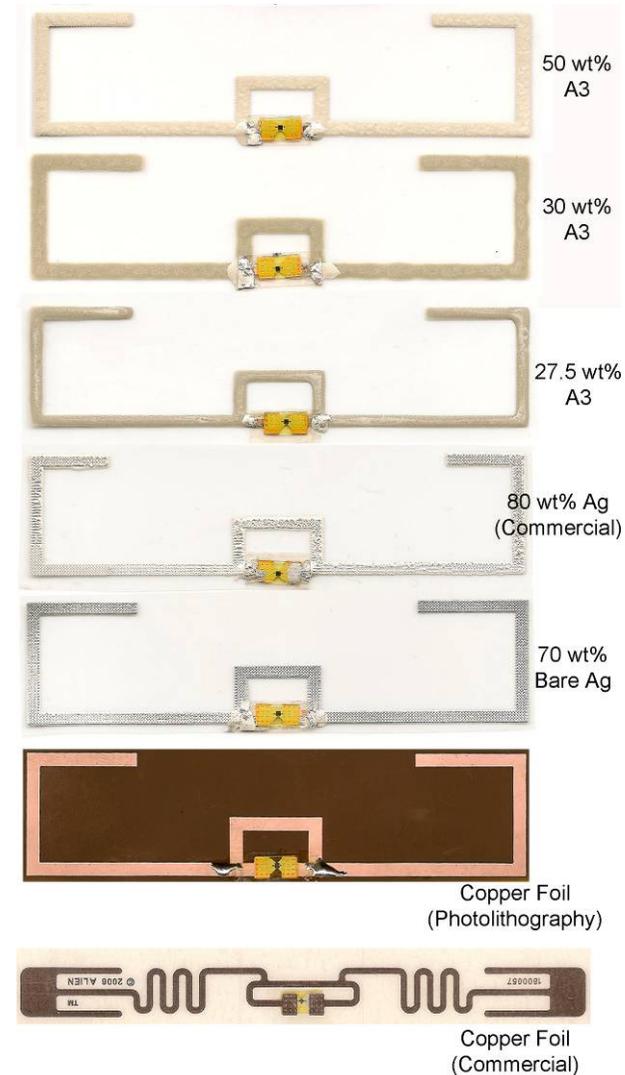


Resistance in Dependence of Sintering Temperature

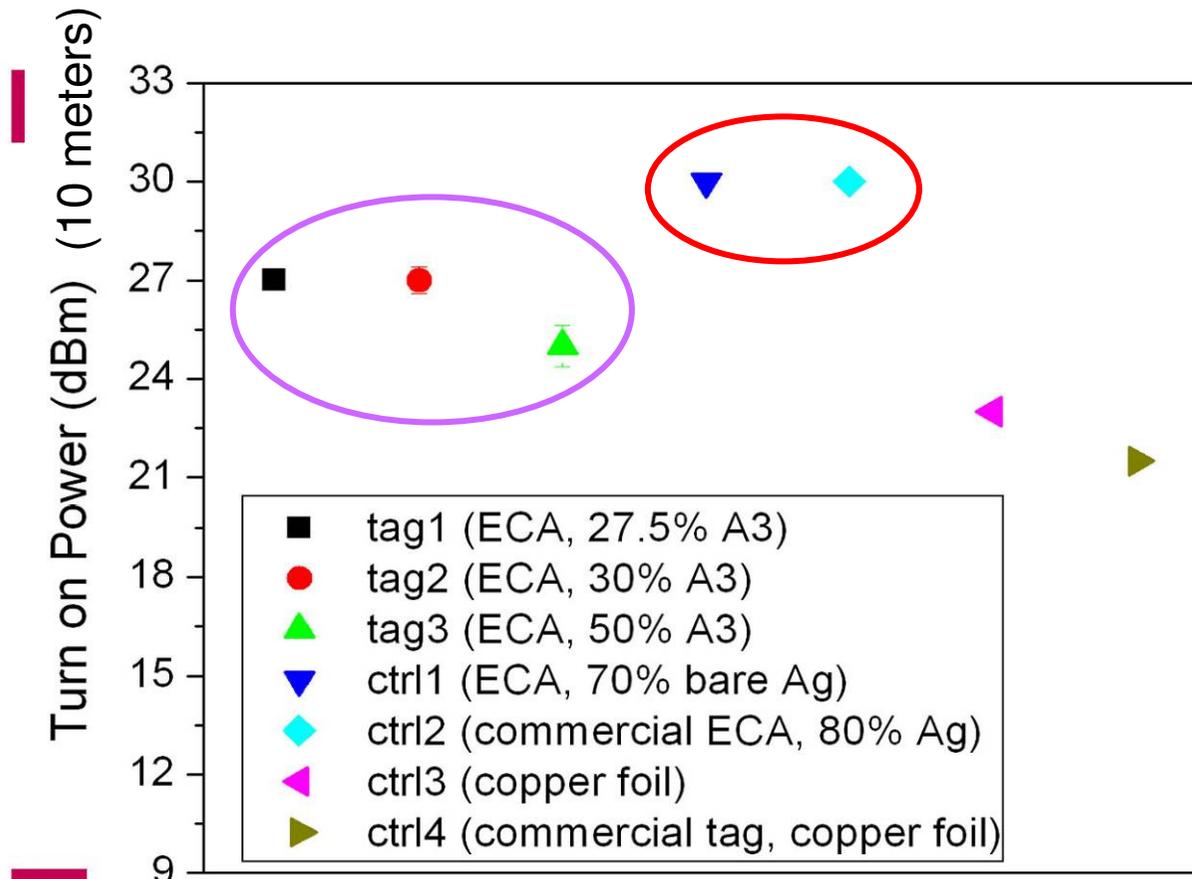


- Conductive ink is still not really cheap
 - ◆ Commercial ink contains 70~80 % of silver (silver loading)
 - ◆ Price dependent highly on silver price in the market

- Improved conductive ink formula
 - ◆ 30~40% of silver loading still shows comparable results



Less Silver, More Conductivity



RFID Market Penetration



RFID Market

Thank You