

RespectRFID Market Analysis

Application	Market Size	Notes on competition and market	RespectRFID
Retail	✓✓✓	No competition, large well defined market having a great return on investment.	First market for RespectRFID. Can increase store profit by 10->25%. Market has already been primed by Wal Mart, etc, and they are looking for a tag which cost-effectively meets their needs.
Theft recovery	✓	No competition, however no market. Must advertise the service to millions of people and equip thousands of police and other cars with readers to discover the goods.	Recover property stolen from stores, homes, offices. A great later small market for RespectRFID.
Hospital	✓	As of Aug 2004 a company is pilot testing tags for hospitals, but is limited to a maximum of 999 items&people, and can only be operated in the U.S.	RespectRFID can track over 1,000,000 items & people in hospitals, and be used in more than 80 countries. Note: average hospital theft amounts to \$2,000 per bed per year.
Document security	✓	As of Aug 2004 three companies are testing tags for document security at very close range only. A person can, however, easily remove these tags or hide them from the reader.	This market is brand new. It will take a year or two to define their needs. RespectRFID would provide much better document security with the 100X longer range, making it virtually impossible to steal a document.
Libraries	✓	Many competitors. All tags have fairly short range. Patrons can easily disable/hide the tags and steal the library materials.	Respect would virtually eliminate theft and enable finding books lost in a library. Even though libraries lose up to 50% of all new materials within a year, theft is rarely identified as a problem needing a solution.
Supply Chain	✓	EPC tags which meet RFID standard for pallets in the US are being produced by many companies.	RespectRFID can augment EPC – tag individual items for retail and to stop theft. This, however, does not provide many benefits to the supply chain.
DoD	✓	DoD has been using RFID for over 10 years. DoD does not expect tags to prevent theft, nor help find items after they are distributed.	DoD is typically very slow to change. Do not expect DoD to be interested in the location tracking or theft prevention features of Respect until after they see it in widespread use.
Homeland security	✓	2004 testing tagging of entire containers. This will allow them to know after-the-fact that a container had been opened.	This market is brand new. It will take a year or two to define their needs. RespectRFID can provide real-time alerts for every item in a container.
Drugs	✓	Pilot tests in 2004 of RFID tags to detect shipment tampering & counterfeiting.	This market is brand new. It will take a year or two for the market needs to be defined.