

## RFID Labels for People Tracking

### Description

The PowerP label provides an affordable, reliable solution for people tracking, overcoming the drawbacks of traditional RFID solutions.

Whereas passive RFID tags have a short read range with limited reliability, and active tags can be bulky and expensive, PowerP provides an affordable, reliable, thin and flexible alternative with read ranges of up to 20 meters.

### Affordable People Tracking

PowerP disposable labels can provide exceptional reliability due to the incorporation of PowerID's thin and flexible, environment-friendly battery on board the label, obviating the need to harvest energy from the RF reader.

With its credit card form factor, the PowerP label can be used for reliable tracking in a variety of applications, including:

- Theme park experience enhancement
- Loyalty programs
- Traveler location at airports
- Access control and presence

Features	Benefits
Gen. 2 compliance	Supported by Gen. 2 infrastructure and off-the-shelf hardware and software
Integrated power source	Eliminating the need to collect energy from reader leads to improved backscattering and near 100% read reliability
UHF RFID	Operates in the 860-930 MHz spectrum
Environment-friendly battery	Power of active RFID without the chemicals or heavy metals of an active tag battery
Printable battery	Form factor and affordability of thin and flexible label
Designed for challenging environments	Ideal for tracking people despite high liquid content of the human body


# PowerP™ Specifications

<b>Label name</b>	PowerP
<b>Application</b>	People tracking with credit card form factor
<b>Dimensions</b>	85 x 54 mm
<b>Operating frequency</b>	860-930 MHz
<b>Protocol</b>	EPCglobal Class 1, Gen 2 ISO 18000-6C
<b>Memory</b>	96-bit EPC memory 720-bit on-chip user memory 64-bit tag unique identifier
<b>Power source</b>	Integrated proprietary disposable battery
<b>Antenna</b>	Planar printed antenna
<b>Life expectancy</b>	2.5 years (at room temperature)
<b>Environmental</b>	Operating temperature: -20° C to +60° C Humidity: 5%-95% non-condensing



## About PowerID Ltd.

PowerID is the industry leader in the field of Battery-Assisted, Passive (BAP) RFID. The company provides reliable and cost-effective BAP RFID labels for selected applications in industries involving freight, metals, chemicals, paper, people tracking, race timing, and the cold chain. With corporate headquarters in Israel, PowerID is a privately-held company backed by first-tier investors such as Partech International, Apax Partners, Amadeus Capital Partners, Infinity Venture Capital, and Bank of America. For more information, visit [www.power-id.com](http://www.power-id.com)

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