

CITIZEN

Case Study

Custom RFID Solution



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.

UMD's Custom Solution

UMD's 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 RFID Reader. UMD's engineers who are Zebra 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.

Results:

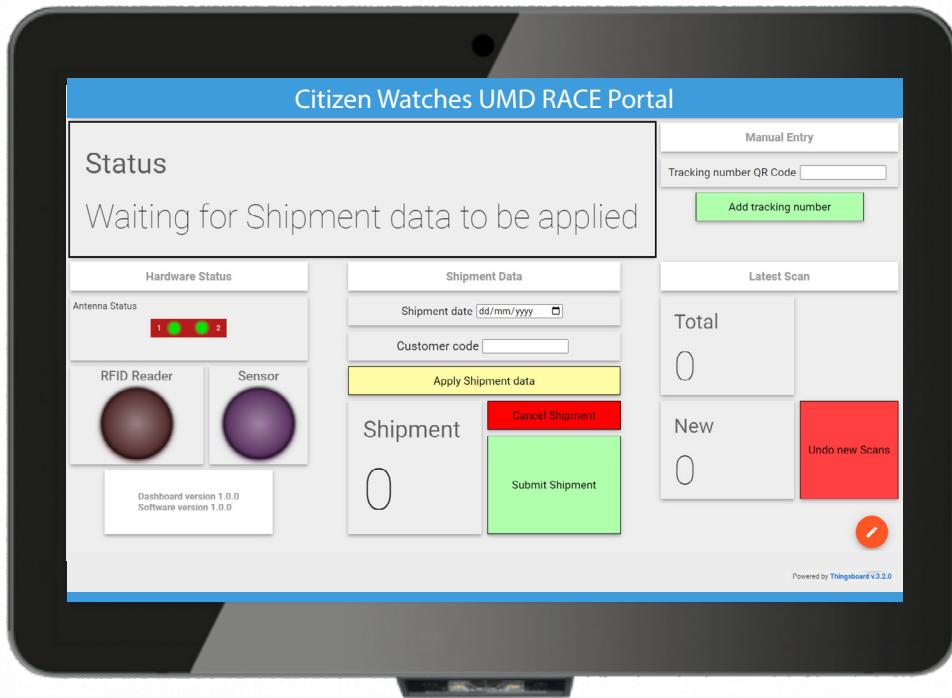
UMD RACE Portals automatically **records and communicates** the destination of orders dispatched, with **100% RFID tag readability**.



A fixed kiosk on the 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

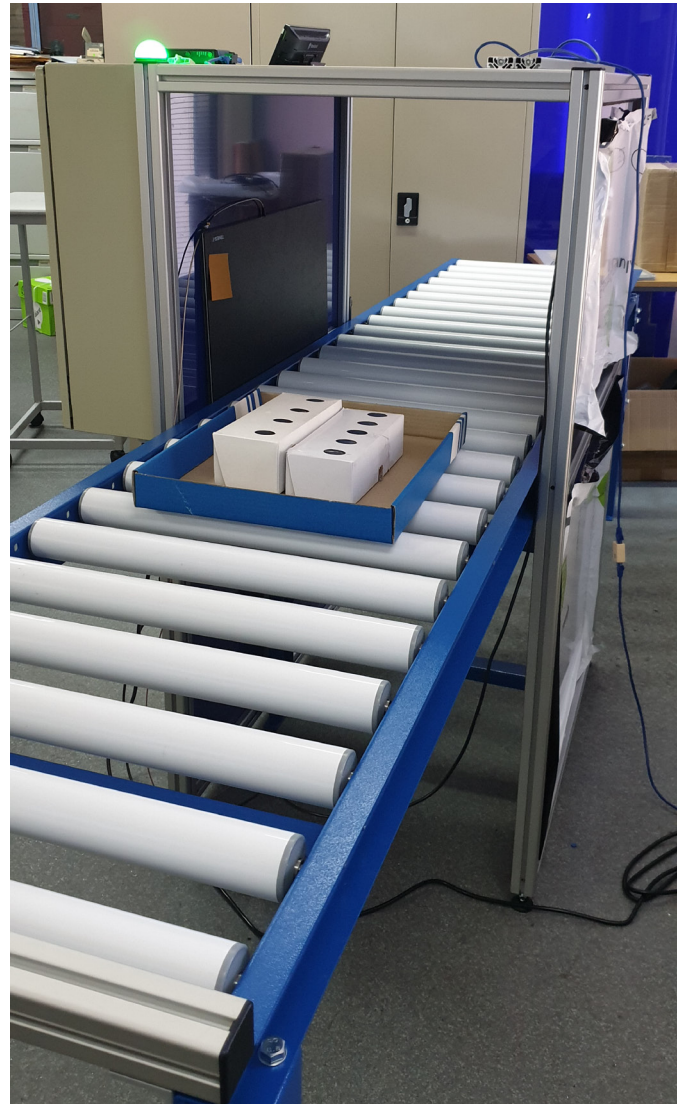
These new benefits give Citizen a thorough insight into their delivery status.



Client Comment:

"Being able to leverage RFID Technologies in real time that **provided better inventory visibility and minimise counterfeit marketing.**"

Tommy Jameson
Citizen Watches Australia
IT Manager



UMD's Citizen Solution

FINALIST

Logistics and Supply Chain



Solution Partner
RFID Specialist

UMD is a certified Zebra Solution Partner: RFID Specialist, bringing to market many RFID solutions that have automated businesses. In addition, UMD also provides support, device management and RFID hardware.