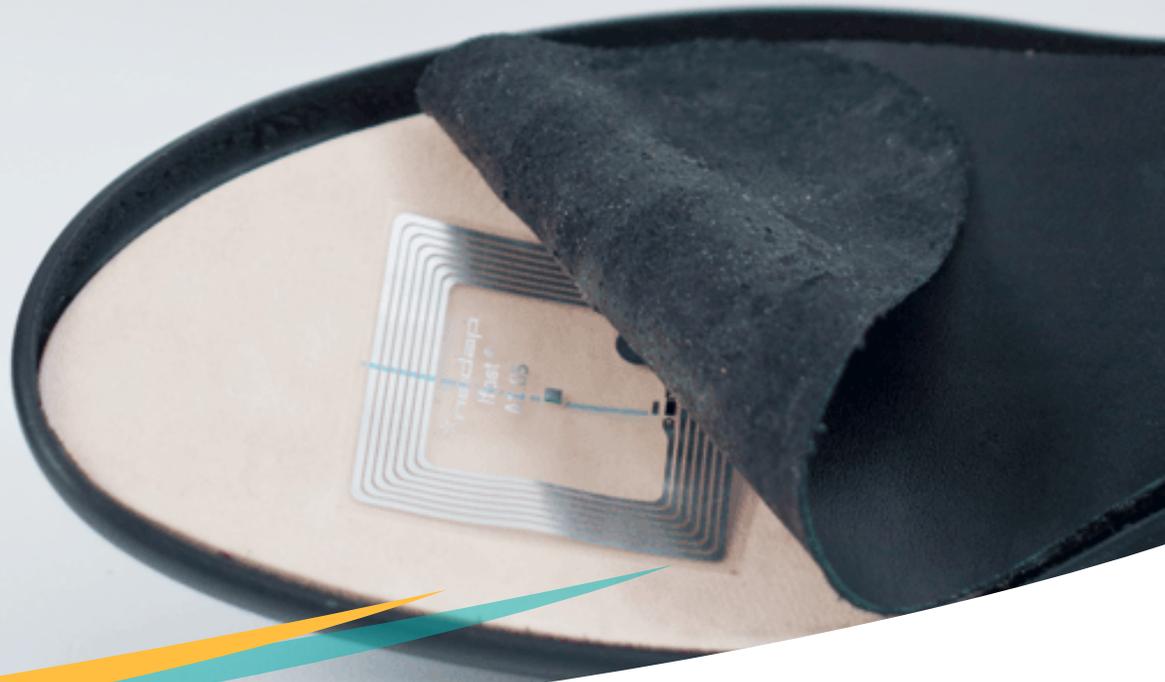


Electronic Article Surveillance (EAS) Tags



Strengthen your retail loss-prevention program with next-generation anti-theft tags

Thinfilm uses a proprietary printed electronics process to produce leading-edge, highly flexible EAS tags that do not reactivate.

Thinfilm EAS tags utilize a proprietary printed electronics process to improve upon traditional Electronic Article Surveillance (EAS) technology. The result is a new category of anti-shoplifting tags that are easily integrated with merchandise and are compatible with a global base of installed 8.2MHz RF EAS infrastructure that currently supports over 5 billion EAS labels per year.

Customer experience and satisfaction can be greatly improved with Thinfilm EAS tags. Thinfilm's technology ensures permanent deactivation, eliminating concerns about incorporating tags into items at the point of manufacturing (i.e., source tagging).

In contrast, source tagging with legacy RF EAS tag technology has limited applications due to unwanted tag reactivation, also known as the 'Lazarus Effect'. Reactivation causes false alarms at security gates and simultaneously embarrasses and frustrates customers while dulling employee response to legitimate alarms. In addition, hard tags – a common alternative to integrated source tags – are typically expensive, bulky, visually distracting, and can damage items. They usually require costly hours of in-store employee labor to apply and remove.

Thinfilm currently offers a complete loss prevention solution in partnership with Nedap under its !FaST brand. Stand alone tags are also available for integration with other existing 8.2MHz RF EAS infrastructures.



Electronic Article Surveillance (EAS) Tags

Markets & Applications

- ▣ High-end and high-volume retail
- ▣ Clothing
- ▣ Shoes
- ▣ Handbags
- ▣ Other retail fashion

Key Specifications

- ▣ 8.2MHz RF EAS tag fully compatible with existing legacy infrastructure
- ▣ Complete EAS solutions available under the !FaST brand in collaboration with Nedap Retail
- ▣ Permanent deactivation

Features & Benefits

- ▣ Permanent deactivation eliminates false alarms, improving the customer experience and reducing overhead/staff costs
- ▣ Compatibility with existing EAS infrastructure ensures easy implementation and no new hardware
- ▣ Invisibly integrated tags facilitate customer interaction helping to increase sales opportunities and improve retailer/brand image
- ▣ Flexible, printed electronic tags reduce theft without damaging merchandise