

How RFID technologies  
unlock the value in  
**retail**



At **Murata ID Solutions** we know how to create real value in retail through RFID

**id-Bridge Retail** enables you to execute and achieve that value

## id-Bridge Retail

id-Bridge Retail is a packaged software solution for RFID retail empowerment, built and continuously improved during 15 years of RFID retail experience.

Easy to deploy and easy to maintain, id-Bridge Retail is the best flexible software solution suitable for both small and huge deployments - from few stores up to thousands of stores world wide roll out.



### Fast and accurate real-time readings and content check enables:

- Increased inventory accuracy through frequent counts
- Accurate product location
- Drastic reduction in operational errors
- Increased availability of products to consumers - right products at the right time in the right place
- Omnichanneling and B2C

### id-Bridge Retail covers a broad range of store management processes:

- **RFID inbound automation** - receiving of goods
- **RFID stock count** - daily/weekly RFID inventory counts (splittable into stock room, sales floor, windows etc.) to update stock balances and improve stock accuracy - online and in store
- **Easily locate product** - locate products in store with your RFID mobile scanner
- **Sales floor replenishment** - understand what items are located on the sales floor and in the stock room, avoid sales floor out of stock
- **Dashboard & App visual merchandising** - thanks to RFID data, make visual merchandising actions (follow up window's/department's sellings & speed rotation of products)
- **RFID self checkout and RFID EAS tags** - one tag can be used for the self check-out and EAS
- **Marketing, social shopping & customer experience** - smart fitting rooms, smart mirrors...
- **RFID outbound automation** - returns of goods

### Open supply chain visibility

id-Bridge Retail also features specific modules to cover upstream flows, from manufacturing to distribution.

### Brand protection

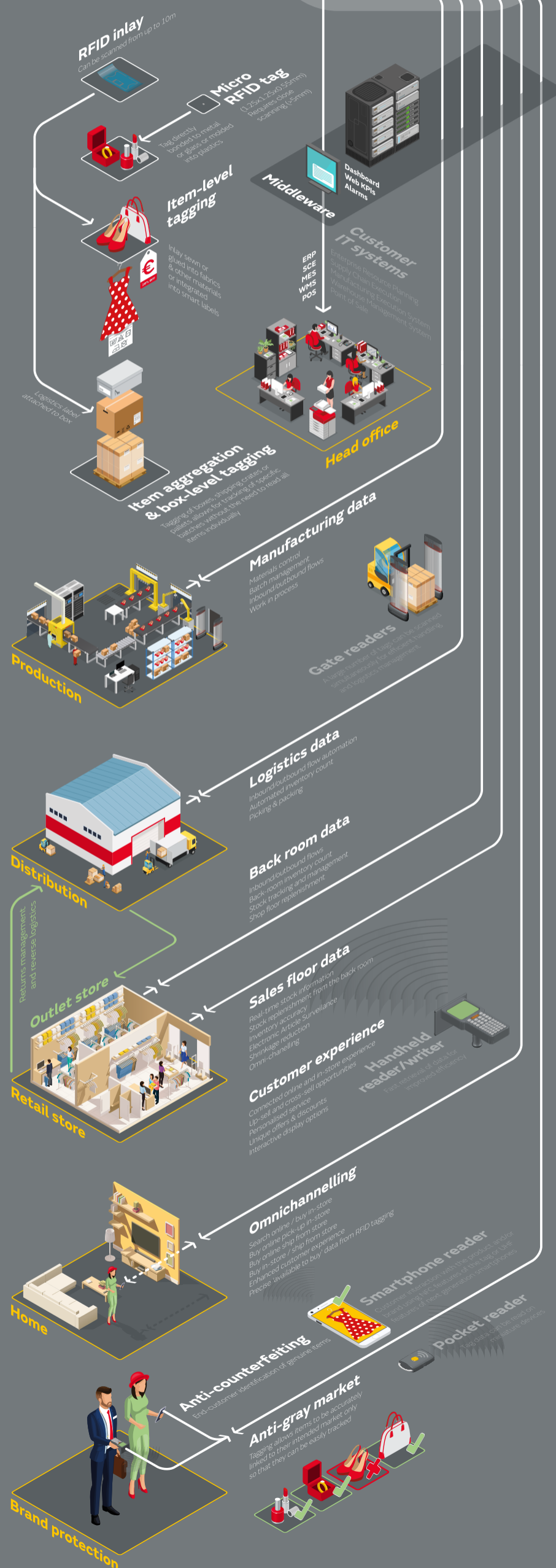
RFID Chip uniqueness enables verification of the origin of your products - identifying them as genuine.

- **Murata ID Solutions' Genuine App** leverages RFID data to effectively control and fight back in grey markets.

## RFID in fashion retail

The latest RFID technologies allow fashion brands to gather data to add value, save cost (and reduce losses) and provide a competitive advantage at every stage of the product cycle.

### Tracking a product's data journey...



## About Murata

Murata is a global leader in the design, manufacture and supply of advanced electronic materials, leading-edge electronic components and multi-functional, high-density modules. Murata innovations can be found in a wide range of applications from mobile phones to home appliances, and automotive applications to energy management systems and healthcare devices.

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***muRata***  
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