



NXP to Host RAIN RFID Alliance Meeting Focused on Industry 4.0

June 21, 2018

European event to focus on education, technology and new industry applications that are accelerating UHF RFID growth and adoption

VIENNA, Austria, June 21, 2018 (GLOBE NEWSWIRE) -- NXP Semiconductors N.V. (NASDAQ:NXPI) today announced it is hosting next week's [RAIN RFID Alliance–Europe meeting](#) in Vienna as part of its deep focus on innovative RAIN RFID solutions in the Internet of Things (IoT). NXP's participation in the RAIN Alliance event is an extension of its dedication to furthering the RAIN RFID Alliance mission of enabling businesses and consumers to identify, locate, authenticate, and engage items in our everyday world.

"NXP is committed to delivering cutting-edge RAIN RFID solutions that help customers realize the full potential of Industry 4.0 applications and use cases that are shaping a truly more automated and more productive future," said Ralf Kodritsch, segment manager of RAIN RFID solutions at NXP, former chairman and current board member of the RAIN RFID Alliance. "Working closely with the RAIN Alliance underscores our commitment to the important work the organization is undertaking to further the wide spread adoption of UHF technology in the world of the IoT."

Tuesday, June 26th: Member's only sessions

The event will kick off on Tuesday with opening remarks by the president of the RAIN RFID Alliance [Steve Halliday](#). Tuesday sessions are exclusive to RAIN Alliance members and will include developer, retail and IoT workgroups, plus sessions on smart healthcare products and smart manufacturing.

Wednesday-Thursday, June 27th-28th: RAIN Drives Industry 4.0

Open to members and non-members, Wednesday and Thursday's meetings will include speaker-led sessions on IoT and blockchain, as well as vertical sessions focused on using RAIN RFID in the airline, automotive, sporting and manufacturing industries. The latest in tamper-event RAIN RFID and high-volume tag manufacturing will also be covered. Thursday's meetings will give everyone an opportunity to network with some structured discussions, a panel and speaker sessions.

[Click here](#) for a detailed agenda.

"The RAIN Alliance has three events annually worldwide to create awareness and understanding of RAIN RFID technology," said Steve Halliday, president of the RAIN RFID Alliance. "The 2018 Europe meeting, hosted by NXP, is focused on how RAIN RFID drives Industry 4.0. There will be excellent speakers from end-users and solution providers, from several industries using RAIN RFID; and great networking opportunities for attendees to meet and discuss the use of the technology."

Register Today to Join NXP and RAIN RFID In Vienna

The RAIN RFID Alliance–Europe meeting will take place at the NH Danube City hotel in Vienna.

[Click here](#) to register for the meeting.

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ:NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 31,000 employees in more than 33 countries and posted revenue of \$9.5 billion in 2016. Find out more at www.nxp.com. NXP and the NXP logo are trademarks of NXP B.V. All other product or service names are the property of their respective owners. All rights reserved. © 2017 NXP B.V.

About RAIN RFID Alliance

The RAIN RFID Alliance is an organization supporting the universal adoption of RAIN UHF RFID technology. A wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to identify, locate, authenticate and engage assets. The RAIN Alliance is part of AIM Inc.. AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment for over 40 years. For more information, visit the [RAIN Alliance website](#).

For more information, please contact:

Americas

Tate Tran

Tel: +1 408 802 0602

Email: tate.tran@nxp.com

Greater China/Asia

Esther Chang

Tel: +886 2 8170 9990

Email: esther.chan@nxp.com

Europe

Martijn van der Linden

Phone: +31 6 1091 4896

Email: martijn.van.der.linden@nxp.com



