



**MEDIA RELEASE**

**2 June 2009**

## **EPCmagic Mirror for Smart 2009**

*Innovative EPC/RFID-enabled mirror aims to revolutionise retail*

Don't miss an exciting new application of EPC/RFID (Electronic Product Code/Radio Frequency Identification) technology which is set to change the face of retailing at Smart Conference 2009.

GS1 Australia will be exhibiting the EPCmagic Mirror at the supply chain exhibition and conference in the Sydney Convention & Exhibition Centre on June 10 and 11. The mirror uses GS1 EPC/RFID technology to display key product information such as available sizes, colours and prices, as well as the most appropriate accessories, as shoppers try on their clothes.

The EPCmagic Mirror is based on the GS1 EPCglobal standards and features an integrated RFID reader which picks up information from EPC/RFID tags on clothing and uses this information to display the details the store wants shoppers to see.

Using the EPCmagic Mirror, shoppers will instantly see which sizes and colours are available in their garment, pricing information and tips and advice showing which accessories will go best with what they are wearing.

The mirror is the culmination of a concept promoted by GS1 Australia and six months of development by NEC, combining its RFID, digital signage, LCD and broadband network technology expertise. The final product is a complete solution that is aimed at helping retailers, shop fitters and point-of-sale specialists better provide relevant information to their customers.

The technology integrates NEC's digital signage software, providing retailers with a complete solution to alert shoppers of relevant offers and promotions that cut through the advertising clutter.

GS1 Australia's Deputy CEO and Chief Operating Officer Mark Fuller said the project had demonstrated that the EPC/RFID standards could be used in applications well beyond traditional supply chain applications and so provide more value and return on investment (ROI) to those wishing to adopt EPC/RFID as a technology.

*For further information and interviews, please contact Richard Jones at GS1 Australia on **1300 366 033**.*



## **Background –**

GS1 Australia is a neutral, not-for-profit organisation and the local affiliate and Member Organisation of GS1, a leading global organisation dedicated to the design and implementation of global standards for use by industry and for improving supply chain efficiency. A total of 108 member organisations in 155 countries are authorised to administer the GS1 System of standards, the most widely used supply chain standards system in the world.