

Media Cart Holdings, Inc. Uses RFID to Enhance User Experience and Improve Retailer Service

“The Media Cart concept relies on delivering relevant messages and information to shoppers at strategically selected points in the store,” says Jon Kramer, Chief Marketing Officer at the company. “RFID is the most effective tool to accomplish this objective, allowing us to track the cart with precision as it moves up and down the aisles.”

The interactive cart includes a high-resolution video display, as well as a ThingMagic reader, and communicates with Avery Dennison AD-820 tags which are placed every 2 feet throughout the store. Based on their location, the consumer can be exposed to store specials, see relevant manufacturer ads, and select recipes and nutritional information. They can also locate specific products and perform price checks with a built-in bar code scanner. The cart can also expedite checkout through direct communication with the POS system at the end of the shopping trip.

Media Cart selected Avery Dennison’s AD-820 tag after careful analysis. Jim Gibbons, Vice-President of Information Technology at Media Cart, said they wanted to use a common tag throughout the store no matter what the environment. “The AD-820 performs consistently well in the hostile retail environment which includes metal shelves, wire displays and refrigeration units. It was the most robust tag solution we evaluated.”

Media Cart consulted with Jody Brookshire, senior RF engineer at Avery Dennison, throughout the process and was impressed with the support they received. “Jody was a great help to us. His responsiveness and expertise were invaluable.”

The AD-820 is a 2.84 x 1.18 inch, aluminum Gen 2 inlay, designed specifically for the harsh retail environment.

**Americas 866 903 RFID (7343) • Europe +352 50 46 50 1 • Asia Pacific +852 9163 1313
www.rfid.averydennison.com • rfid.info@averydennison.com**