



SensThys® Joins RAIN RFID Alliance

Together, Accelerating the Adoption of UHF Passive RFID as a Key Sensor in the Exploding World of IoT

CUPERTINO, CA – February 26, 2019: [SensThys®, Inc.](#), a designer and manufacturer of game-changing RFID solutions built upon a powered networking platform, today announced that it has joined 160 other organizations with the goal of promoting the universal adoption of UHF RFID technology. RAIN RFID is a global alliance promoting passive UHF RFID technology in a way similar to other wireless technology organizations including NFC Forum, WiFi Alliance and Bluetooth SIG.

“SensThys and the RAIN Alliance share the mutual goals of accelerating the adoption of UHF Passive RFID as one of the key sensors available in the identification and tracking of everyday items through supply chains and beyond,” said Neil Mitchell, VP Sales & Marketing. “SensThys believes RFID, Bluetooth, vision systems and other sensors need to be seamlessly used in a synergistic manner if real day-to-day business problems are to be effectively addressed”.

“RAIN RFID is a wireless technology that connects billions of everyday items to the Internet, enabling businesses and consumers to **identify, locate, authenticate, and engage** each item,” explained Steve Halliday, president of the RAIN RFID Alliance. “The Alliance is keen to welcome SensThys to the growing membership and is looking forwards to SensThys playing an active role in aggressively pushing the alliance in positioning the technology in the larger AutoID ecosystem”.

SensThys will be present at the RAIN RFID Alliance – 2019 Americas meeting, 5-7 March 2019 at the FedEx Institute of Technology, University of Memphis in Memphis, Tennessee.

About SensThys

SensThys offers the world’s most functionally integrated RFID solutions with novel networking capabilities. SensThys products are designed to be attractive, unobtrusive, and deployable in wide ranges of settings, from warehouses to retail spaces, while focusing on solution economics and ease of use. These products enable the lowest-cost deployed solutions, in addition to ensuring robust power management and data networking. For more information, please visit www.sensthy.com.

SensThys, Inc. is a portfolio company of InSite Partners, LLC. SensThys, SensArray, SensRF are trademarks or registered trademarks of SensThys, Inc.

About RAIN RFID Alliance:

The RAIN RFID Alliance is an organization supporting the universal adoption of RAIN UHF RFID technology, based on GS1’s EPC Gen2 UHF RFID specification, incorporated into the ISO/IEC 18000-63 standard. For more information, visit www.RAINRFID.org. 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](#).



Media Contacts:

Neil Mitchell
SensThys, Inc
+1 831-708-8753
Info@SensThys.com

Kerry Krause
RAIN RFID Alliance
+1 503-709-9730
kerry@rainrfid.org