



## Suzhou International IOT Exhibition *Xiamen Xindeco IOT Technology*

While in Suzhou we had the opportunity and the pleasure to participate to the 10th International Internet of Things Exhibition. During this very vibrant and exciting showcase with more than 500 companies spread around the whole IoT industry chain, I had the chance to get into a deeper conversation with people from Xiamen Xindeco IOT Technology Co.. This company particularly works with retailers, providing them with the RFID tags and labels more appropriate to their needs.

However what impressed me of their presentation were their tag readers, whose technology enables many new use cases both in the customer's shopping experience and in the inventory and item location management. The company supplies his clothes retailers' clients with a big tablet to be set in the stores' fitting rooms. This tablet has a tag reader installed into it, this identifies the item the customer wants to try and displays it. The customer can then directly ask for different measures or items to be delivered to him, making the whole purchasing experience easier, quicker and more comfortable.

For the inventory instead, they offer a Swing-U RFID UHF Reader which automatically connects to a smartphone through Wifi or Bluetooth. It is a smaller but much more powerful device, with longer read range, better read ratio, and able to search and trace specific tags.

***My card from China***  
**Matteo GATTI**  
*MiM programme - IoT specialization*