

SCHMIDT RFID Debuts World's First RFID Smart Retail System in Hong Kong

By RFIDGlobal

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Hong Kong, 8 August, 2007 – SCHMIDT RFID, a leading Hong Kong RFID solution provider, has announced the launch of the world's first Smart Retail System. The new system uses Radio Frequency Identification (RFID) technology and sophisticated software to offer customers a unique and innovative shopping experience.

The Smart Retail System (SRS) has been successfully deployed in two “mi-tu” stores in Hong Kong allowing the popular Italian-style fashion brand to give customers real-time mix-and-match style advice either in the store in front of a special Smart Dressing Mirror or while trying clothes on inside an interactive fitting room.

“The SCHMIDT RFID SRS is a milestone for retail businesses benefiting from RFID technology and creating a new era for retailing,” said Matthew Man, General Manager of SCHMIDT RFID. “Benefits will be obvious to both customers and stores when the SCHMIDT Smart Retail System is deployed.”

Powered by the SCHMIDT RFID SRS, the Smart Dressing Mirror automatically detects a clothing item's RFID tag when it is brought in front of the mirror. It then displays an image of a model wearing the item, while an intelligent fashion mix-and-match engine suggests matching items that are also shown on the model. The customer can then choose matching items with greater choice and ease. Adding to the Smart Dressing Mirror, the Smart Fitting Room features a touch-screen LCD, which displays the same mix-and-match suggestions as the Dressing Mirror but with more suggestions, and an intercom, which allows store staff to bring new items suggested by the system, to maximize customer comfort while trying on clothes.

“Our customers find that the instant suggestions and wider choice provided by the SRS systems make shopping easier and more satisfying,” said Katherine Ho, Managing Director of mi-tu. “With the Smart Fitting Rooms and Dressing Mirrors in our stores in Hong Kong, we can now increase sales by 30 percent while improving customer satisfaction through the use of exciting new technologies.”

As an intelligent cross-selling and up-selling system specially designed for clothing and apparel products in retail environment, the SCHMIDT RFID SRS can increase sales and drive products through nearly instantaneous style matching feedback to customers.

“Our Smart Retail System is a major milestone for fashion retail businesses. The value of the RFID technology has been extended beyond the dressing mirror and fitting room. Utilizing the same RFID tag, it creates a further value in Supply Chain Management and Logistics Control.,” said Mr. Man.

Inside the store area, the SRS displays a visual merchandising application on an “e-catalogue”. Shoppers can individually access information on various fashion items including brand information and messaging, garment description, fabric information and price. The system can mix and match items and suggest other elements for accessorizing an outfit.

“Using the SRS, mi-tu can now better plan our marketing strategies and styles to improve customer service and continually increase our brand value. The Fitting Rooms and Dressing Mirrors provide valuable

customer behaviour information simply and easily while giving the customer a better shopping experience,” explained Ms. Ho. “The system also lets us better cater to the needs of our regular, VIP customers by letting us make clothing suggestions that are more accurate for each customer.”

*The Smart Dressing Mirror and The Smart Fitting Room elements of the SCHMIDT RFID Smart Retail System were co-developed with Institute of Textiles & Clothing of The Hong Kong Polytechnic University.

About SCHMIDT RFID

SCHMIDT RFID is part of Schmidt & Co., (H.K.) Ltd. which was re-established since 1953 and the leading Radio Frequency Identification (RFID) solution provider in the Asia Pacific region. SCHMIDT RFID services include consultation, site survey, components recommendations, hardware sourcing, software customization and implementation.

For more information of SCHMIDT RFID’s solutions, please visit our website:
www.SchmidtRFID.com

About mi-tu

mi-tu literally meaning “Me??You” in Italian - is an Italian and Hong Kong jointly owned fashion label. Founded in 1998, mi-tu has since expanded its horizon to encompass a wide range of fashion lines, aimed mostly at the 20 to 40 young and fashionable female clientele.

About RFIDglobal.org (<http://www.rfidglobal.org>)

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