HK RFID Awards

香港無線射頻識別大獎

Leaders in Business Excellence Creation

2010

Smart Network Connected Fashion Stores

Most Innovative EPC/RFID Application — Silver Award

THE CHINESE UNIVERSITY OF HONG KONG
香 港 中 文 大 學

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In recent years, RFID solutions providers have brought out powerful, flexible software solutions to harness RFID technology. However, most of these technology platforms are designed for use in supply chain management operations, whereas solutions available for other industries are rare. In the Smart Network Connected Fashion Stores project, a student at the Chinese University of Hong Kong proposed to create an web based retail fashion management system, which would combine RFID technology with powerful open source client server middleware, called CUHK RFID Middleware 1.0, which was developed by the university over four years ago.

Smart Network Connected Fashion Stores was designed to provide multi-branch stores with enhanced visibility and control of stock from the shelves to fitting rooms and finally to the checkout over the Internet's network. The solution is a fully integrated system consisting of multiple RFID readers, tags, middleware, graphic user interface, server based database and client side web based control panel. The application contains six discrete RFID-enabled modules, which include the Smart Mirror, Smart Fitting Rooms equipped with Smart Mirrors, Intelligent Cashier System, Product Statistics System, Efficient Inventory Monitoring with Smart Alert, and Centralized RFID Reporting System. The system can help to reduce stock outs and collect valuable customer behavior data to be used for marketing purposes. In addition, the system may also enhance the shopping experience and is able to provide shoppers with information about the latest fashion trends, potentially enhancing sales, customer satisfaction and brand loyalty.