

**UC Berkeley
IE-OR Seminar**

**RFID: Challenges and Opportunities in
Supply Chain Management**

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RFID technology is now experiencing a tremendous surge of growth. Although the technology has been around for several decades, recent technological advances now enable ever-lower prices for RFID tags, readers, and related information technology infrastructure. These advances now support the economic use of RFID tags in a wide variety of supply chain management settings. This talk will introduce RFID and then describe several innovative applications of the technology. We'll also cover recent research on retail operations, general inventory control and replenishment, and manufacturing and assembly environments.