

RFID Site Survey

Challenge: A pharmaceutical distribution center needed to accurately track refrigerated products moving in and out of cold storage. They required an RFID solution that could reliably monitor product movement using RFID hardware integrated with their existing software platform.

Solution: EMP conducted multiple on-site RFID site surveys, evaluating both the Zebra ATR7000 RTLS Reader and an RFID portal approach recommended by the customer's RFID software provider. Based on real-world testing, EMP recommended an RFID portal solution enhanced with LiDAR (Light Detection and Ranging) for accurate directional tracking, delivering greater reliability than the RTLS approach.



Story: When a pharmaceutical distribution center approached EMP for RFID hardware, the initial request was simply to source readers and antennas recommended by their RFID software provider. Rather than acting as a hardware reseller, EMP evaluated the application through multiple on-site surveys using the Zebra ATR7000 RTLS Reader and RFID portal technology. Testing revealed that factors such as tag placement, pallet orientation, and the warehouse environment limited the ATR7000's ability to consistently detect tags and determine travel direction. After analyzing the results, EMP partnered with the customer's software provider to recommend an RFID portal system enhanced with LiDAR for directional detection. By allowing real-world performance and not assumptions to drive the design, EMP delivered a solution tailored to the customer's operation, demonstrating the technical expertise and customization that set EMP apart.

