

# Embisphere proud to join the RAIN Alliance's board of Directors

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**Tourcoing, France** : End of March, the RAIN Alliance members (108 companies) elected 3 new directors to represent and enhance the action of the Alliance. With Impinj and Google who were re-elected, Embisphere, through its CEO Thomas Fremaux, has been elected to join the board of Directors.

Embisphere has been working in the UHF RFID field for the Retail Value Chain since 2009 and decided to join efforts with the global RAIN Alliance in 2015 in order to promote the technology and the industry.

Today, Embisphere is proud to bring one step further all its energy and added-value to the RAIN Alliance in order to develop and promote the image of the RAIN RFID Technology. Thomas Fremaux says: "I am very happy and proud to have been elected to the board of Directors of the RAIN Alliance, this is a new recognition and challenge for Embisphere to extend our means to promote the RAIN RFID throughout our market, the Retail Value Chain. We hope that we might be able to represent this important vertical of usage as being closer to the end-user".

"RAIN is pleased to welcome Thomas to the Board of Directors," said Steve Halliday, president of RAIN. "I look forward to working with Thomas over the two years of the position and am sure that he will bring new perspectives and direction to the future of RAIN."

## About RAIN RFID Alliance:

The RAIN RFID Alliance is an organization supporting the universal adoption of RAIN technology, a wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to identify, locate, authenticate and engage each item. The technology is based on the EPC Gen2 UHF RFID specification, incorporated into the ISO/IEC 18000-63 standard. For more information, visit [www.RAINRFID.org](http://www.RAINRFID.org). The RAIN Alliance is part of AIM Global. AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment for over 40 years. For more information, visit [www.aimglobal.org](http://www.aimglobal.org).

## About Embisphere:

Embisphere is a Worldwide Retail RAIN RFID Expert maximizing the value brought by the use of RAIN RFID.

Coming from the retail sector, we have successfully deployed customer programs all over the world. We have upgraded their complete supply chain to RAIN RFID, from factory to retail store.

Using this unrivaled expertise, we have also spread RAIN RFID systems in major sectors such as Manufacturing, Automotive, Health and Transportation. We have capitalized from all these various experiences a strong and unique technical RFID expertise focusing on customer usage.

Simple and innovative, 50,000 fixed and mobile RAIN RFID Embisphere solutions are already deployed in 50 countries. For more information, visit <http://embisphere.com/>



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