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## Singapore

Published February 7, 2008

# S'pore Airshow to use RFID to track visitors

By **TAN SEO YEAN**

INTERNATIONAL visitors to this month's Singapore Airshow are to be identified and counted by the latest radio frequency identification (RFID) technology, rather than by the use of messy barcodes and scanners.

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A\*Star's Exploit Technologies and Singapore Airshow & Events recently signed an agreement under which A\*Star will provide Singapore Airshow with 75 low-cost and small-form ultra high frequency (UHF) RFID readers.

To be embedded in about 30 gantries at the entrance to Singapore Airshow, each new UHF RFID reader, produced by A\*Star's spin-off FeRmi, is about the size of a compact digital camera.

It is priced at less than a quarter of the cost of commercially available RFID readers, which are usually the size of a shoebox.

The agreement, together with a \$4.5 million RFID innovation platform announced earlier this month - which aims to position Singapore as an early adopter of RFID technologies - is seen as boosting the professionalism of Singapore's meetings, incentives, conventions and exhibitions (Mice) industry.

Industry players believe that there could be major applications for RFID in the tourism sector, especially for Mice events.

In the upcoming Singapore Airshow, for example, RFID technology will capture the attendance pattern of some 40,000 trade visitors.

Organisers will be able to track the number of visitors they have at the show in real-time, as well as the exact amount of time each visitor spends at the show.

The RFID information generated can also be

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### ST Index (Real-time)

**2931.97** ▼106.45  
Fri, Feb 08, 2008, 17:57

### Regional Indices

<b>KLCI</b>	Closed
<b>HSI</b>	Closed
<b>NIKKEI</b>	13,017.24 -189.91

### US Indices

<b>Dow</b>	12,182.13 -64.87
<b>Nasdaq</b>	2,304.85 +11.82
<b>S&amp;P</b>	1,331.29 -5.62

Friday Closing

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