



# The 6C Platform and Interoperability

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# About Neology

- Neology is headquartered in San Diego with additional offices and manufacturing in Mexico City.
  - From an early R&D background, the company has focused more recently on vehicle AVI/Tolling.
  - Over 30M tags deployed globally.
  - Substantial experience with 6C technology on vehicles-supplier of the Mexico Repuve program.

# Origins of 6C Technology

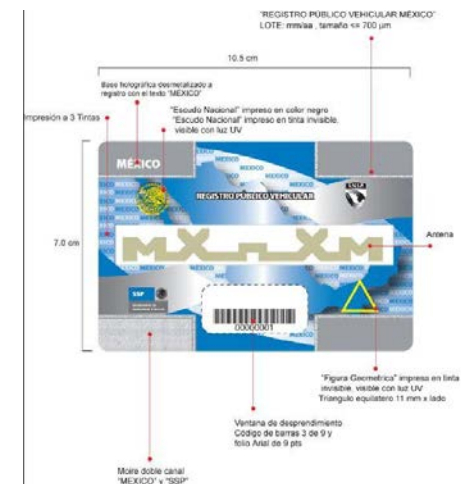
- The ISO 18000-6C standard came from efforts in supply chain to replace barcodes-and this is a good thing.
- The “Wal-Mart effect” led to massive investment-one provider alone has received \$340M in funding since 2004.
- The challenge of driving costs low while maximizing performance benefits ALL 6C users.
- As barcode replacement stumbled, 6C hardware providers have rapidly added other features for new markets like tolling.

# Where is 6C Used?

- Governments worldwide have implemented the 6C platform-U.S., Mexico, India, etc.
- Many ID card products now feature 6C.
- Some 75% of new tolling projects feature 6C components (U.S., Turkey, Mexico, India, etc.)
- Mexico chose 6C exclusively for all vehicles (approximately 30 million) in that country.

# Security Considerations

- Security is important—but what security?
- Data security: Traveling database vs. backend.
- Physical security is another important measure to implement.
- As services increase, need for security increases.



# Mexico 6C Experience

- Mexico sought a platform to cover every vehicle (30M).
- Exhaustive testing process arrived at 6C as the best technology.
- Demanding specs: 160 KPH read reliability, 10 year life, secure form and vehicle label.
- Program enhances revenue capture, security, and addresses “selective enforcement” problem.





## Lessons From Wi-Fi

- Over 400 companies are now Wi-Fi Alliance certified.
- User can choose Wi-Fi certified products with the confidence that they will work together.
- Choice and performance at the best value.
- Some 800 million Wi-Fi equipped devices are shipped annually.
- The technology becomes ubiquitous and “massification” occurs.



## Interoperability

- When selecting any technology platform, you want to choose the dominant standard.
- 6C has the largest supplier base and is the dominant standard in passive RFID deployments by far.
- Huge investment in the 6C platform has resulted in the highest performance and best value.
- This allows “massification” of the technology—similar to WiFi, Bluetooth, etc.



# Summary

- 6C technology is established and is viable for vehicle use.
- Platform offers promise of interoperability.
- Choose a 6C provider that has experience with vehicles—security and durability are important considerations.
- Overall performance and value of 6C is a winning combination.

# Thank You!

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