



2023 / RFID Tracking Business Report

RFID in AV.

Is this technology going to help my business overcome my most frustrating warehouse challenges?

The AV industry is a rapidly growing sector, especially after the pandemic repercussions cooled down and events are starting to get back to normal. However, the AV industry also faces a number of challenges, including projects carried out differently than planned, making sure all items are checked when they get back and making sure all items are marked available again on time. For example:



45,5%* of projects are **carried out differently** than initially planned, as hundreds of extra items are added before the trailer leaves.



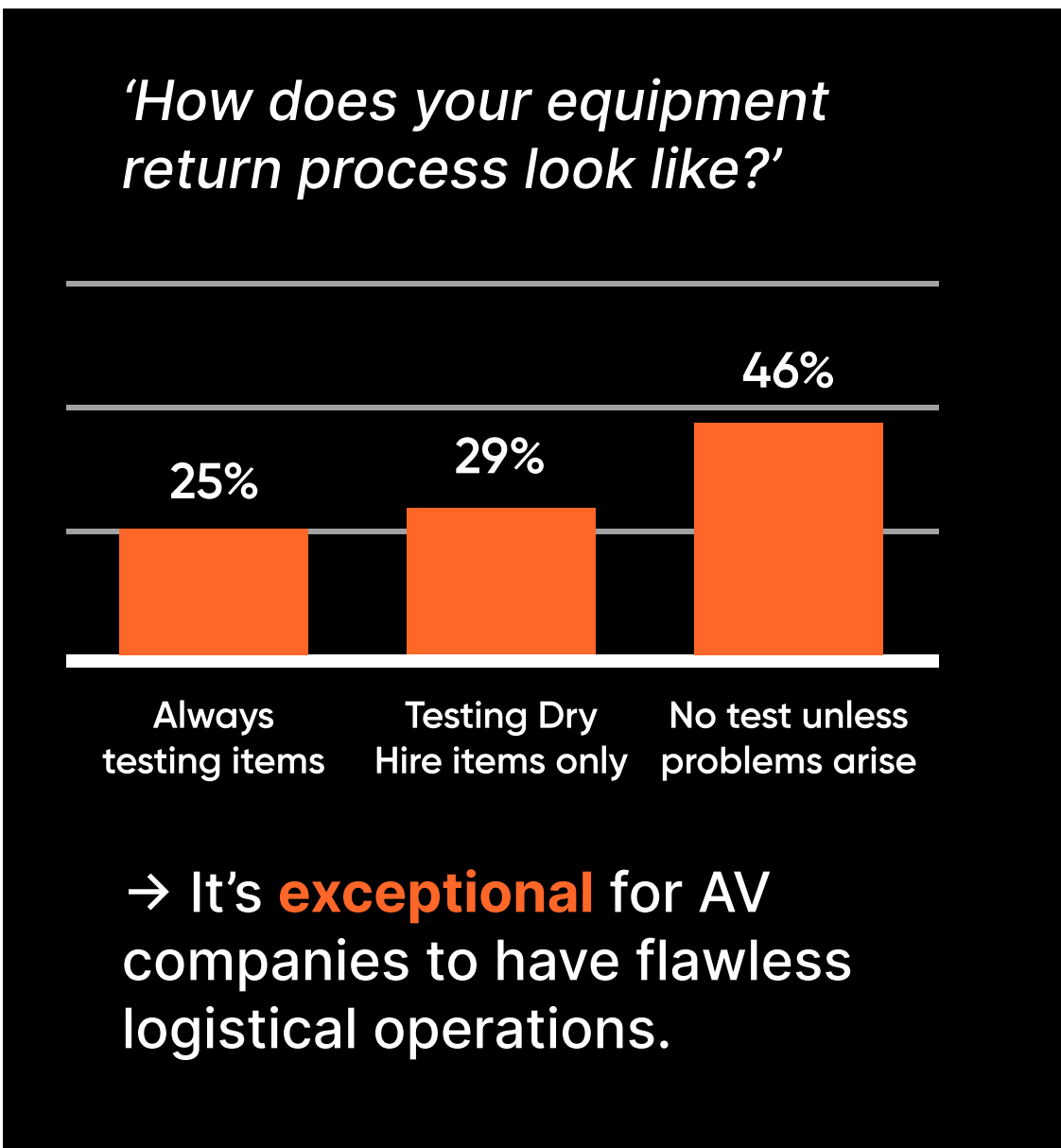
65,5%* of returned items are **marked as delayed**, mostly because staff forgets to update their position when they get back.

Traditionally, AV companies have tried to tackle these challenges using manual equipment tracking methods, such as QR-barcode tracking, or even spreadsheets. However, these methods are time-consuming and error-prone.

These practices may result in:

- on-site stress & major delays
- significant stock differences
- damaged credibility & reputation

In this report, we will discuss how a modern tracking solution can tackle these challenges: **RFID**.



* Sample is based on project statistics from Rentman users in 2022

RFID tracking is a popular technology that has been around inventory management and tracking for some time now. Short for *Radio Frequency Identification*, with this technology, one can instantly scan multiple items, without being in line-of-sight. Read more about the principles behind RFID [here](#).

The AV industry is known to handle large volumes of inventory, which can imply that RFID can be an optimal solution as well, just as for other industries. However, RFID thrives in standardized and streamlined production environments. How will it fare in an industry where the nature of inventory fluctuates from one week to another? Follow the report to find out more about how to make the most out of RFID for your AV business, and you will decide: Is RFID a temporary hype, or is it the 'real deal'?

RFID saves time. A lot of it.

It's no secret that one of the main benefits of this technology is saving time. We did some tests ourselves: we grabbed some light fixtures and some cables, and we scanned them using both QR tracking and RFID tracking.

Using QR Tracking

With QR tracking, we had to take each item from the shelf and individually scan them using our readers. Besides scanning the actual QR labels, it also took some time to locate them, as they could be placed in different locations.

Using RFID Tracking

With RFID tracking, if all items have RFID tags attached, all we had to do was take the items from the shelf and place them in the meatrack / flight case. Once everything was inside, we scanned everything instantly with an RFID reader.

Here are the results of our scanning test:

Example 1:

Scan 36 light fixtures in a meatrack

QR codes → 30 seconds

RFID tags → **3 seconds**

Example 2:

Scan 70 cables in a flight case

QR codes → 2 minutes

RFID tags → **10 seconds**



That's a **90% decrease**
in time spent scanning.

However, time is not the only benefit of RFID. This technology also helps you:

Improve accuracy

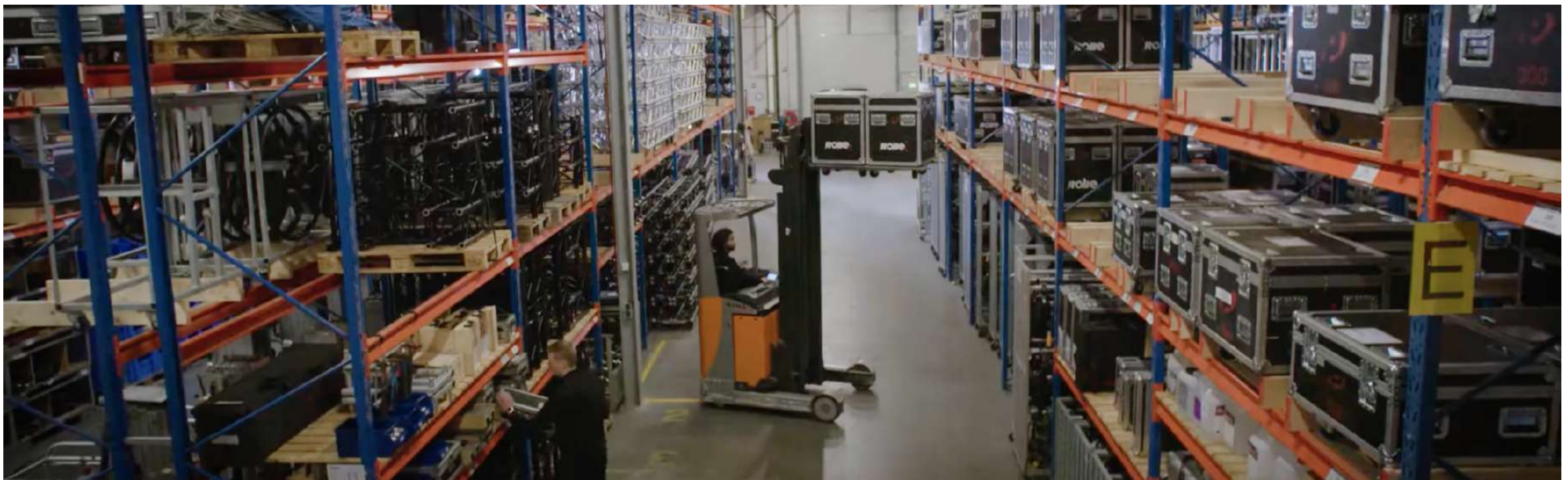
Manually processing hundreds of items per week can lead to human errors. With an RFID system in place, you won't have to manually scan every piece of equipment. Simply pack everything up and scan everything using your reader.

For example, you need 50 cables for a project, but you only packed 49 by mistake, the reader will automatically signal that there's a missing item.

Improve traceability

Serializing / tagging all your equipment is a serious project in itself. However, once done, it will improve equipment traceability. You will be able to understand where items come from once they return from various jobs.

Compared to QR tracking, RFID allows you to return items in bulk and instantly signals which projects returned complete and which didn't.



Ok, RFID sounds intriguing. However, nothing is perfect. As with many new solutions in the market, there are some drawbacks that have to be taken into consideration:

High investment costs

Investing in any new technology can significantly influence business expenditure. RFID tracking is no small feature, making it expensive for some AV companies.

Expect to invest thousands of dollars if you have any plans to implement RFID in your daily operations. For more information about potential investment costs, visit page 8.

Errors happen in certain situations

Achieving the dream warehouse continues to be a dream for most AV companies. Let's face it, we just don't have time to make sure our warehouses have optimal shelf configuration.

Because of this, there are situations when RFID readers can get confused because there are too many tags around. To avoid this, we recommend setting up a dedicated RFID zone, which should be away from your shelves.

Note! These examples are not just purely theoretical. They have been developed based on real-life cases, which will be showcased later on.



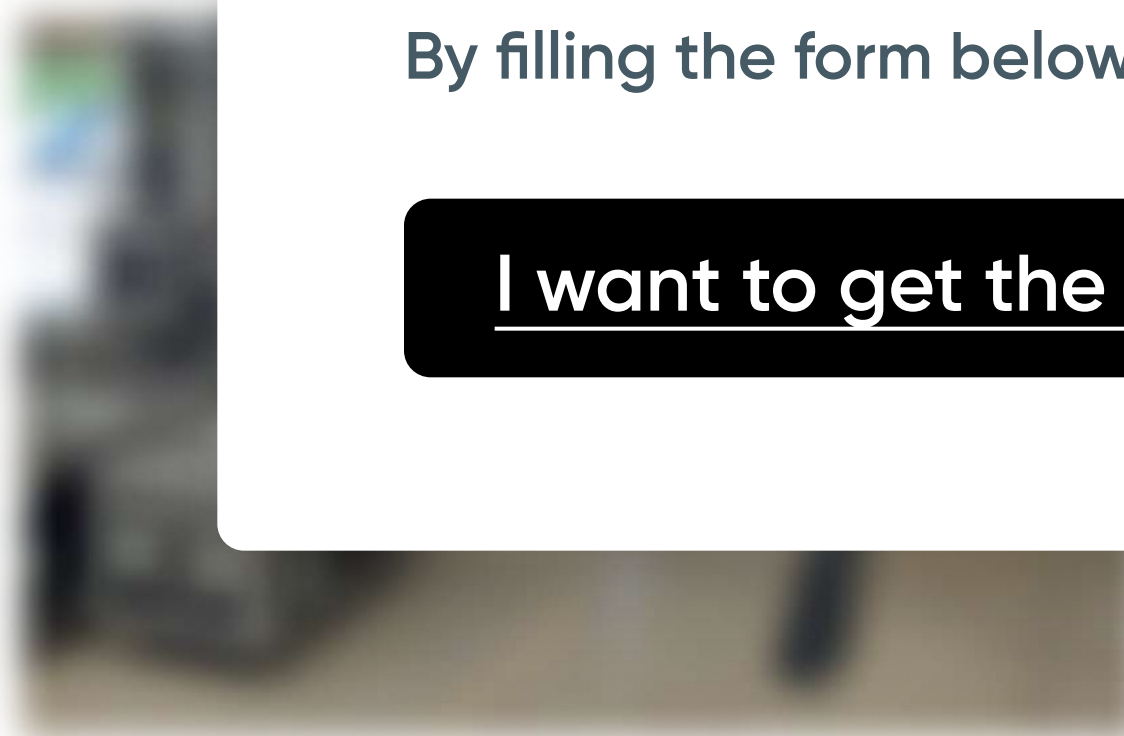
It's not just about what you do, it's about how you do it. The industry is changing, and you need to be ready to adapt. This report provides the insights you need to stay ahead of the curve.



Lost for Live

Discover the latest trends in the market and how they are affecting your business. This report provides a comprehensive overview of the current state of the industry.

Find out what's new and what's coming next. This report provides a detailed analysis of the market and its future prospects.



This is the first time you've seen this report. It's a comprehensive overview of the current state of the industry.

The rest of the report provides a detailed analysis of the market and its future prospects.

For more information, please contact us at [email address]. We're here to help you succeed.



Resolution X

Get the latest insights on the market and how they are affecting your business. This report provides a comprehensive overview of the current state of the industry.

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Is RFID the right fit for my business?

There are many reasons why RFID is the perfect inventory management system for your business. It can help you track your inventory in real-time, reduce the risk of theft, and improve your customer service. RFID tags are small and can be attached to any item, making them easy to use in a variety of settings. Whether you're a retailer, manufacturer, or service provider, RFID can help you manage your inventory more effectively.

RFID is a great way to track your inventory and improve your business operations. It can help you reduce the risk of theft, improve your customer service, and increase your efficiency. RFID tags are small and can be attached to any item, making them easy to use in a variety of settings. Whether you're a retailer, manufacturer, or service provider, RFID can help you manage your inventory more effectively.

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It's important to choose the right hardware for your business. The wrong hardware can cost you a lot of money and time. This report will help you choose the right hardware for your business.

Choosing the right hardware.



Hardware selection

When choosing hardware for your business, it's important to consider the following factors: 1. Budget: How much are you willing to spend? 2. Scalability: Will the hardware grow with your business? 3. Reliability: How often does the hardware break? 4. Support: Is there someone you can call for help? 5. Security: Is the hardware secure?



Hardware selection

Because of the variety of hardware options, it's important to choose the right hardware for your business. This report will help you choose the right hardware for your business.

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Tagging your inventory.

The best way to manage your inventory is to tag it. This allows you to track your inventory in real-time, and it's the only way to ensure that you have the right amount of inventory at all times. This is especially important for businesses that have a large inventory, as it allows you to track the location of each item, and it's the only way to ensure that you have the right amount of inventory at all times.

x18

times more items

By tagging your inventory, you can track your inventory in real-time, and it's the only way to ensure that you have the right amount of inventory at all times. This is especially important for businesses that have a large inventory, as it allows you to track the location of each item, and it's the only way to ensure that you have the right amount of inventory at all times.

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Inventory Management

1000 items
2000 items
3000 items
4000 items

Inventory Management

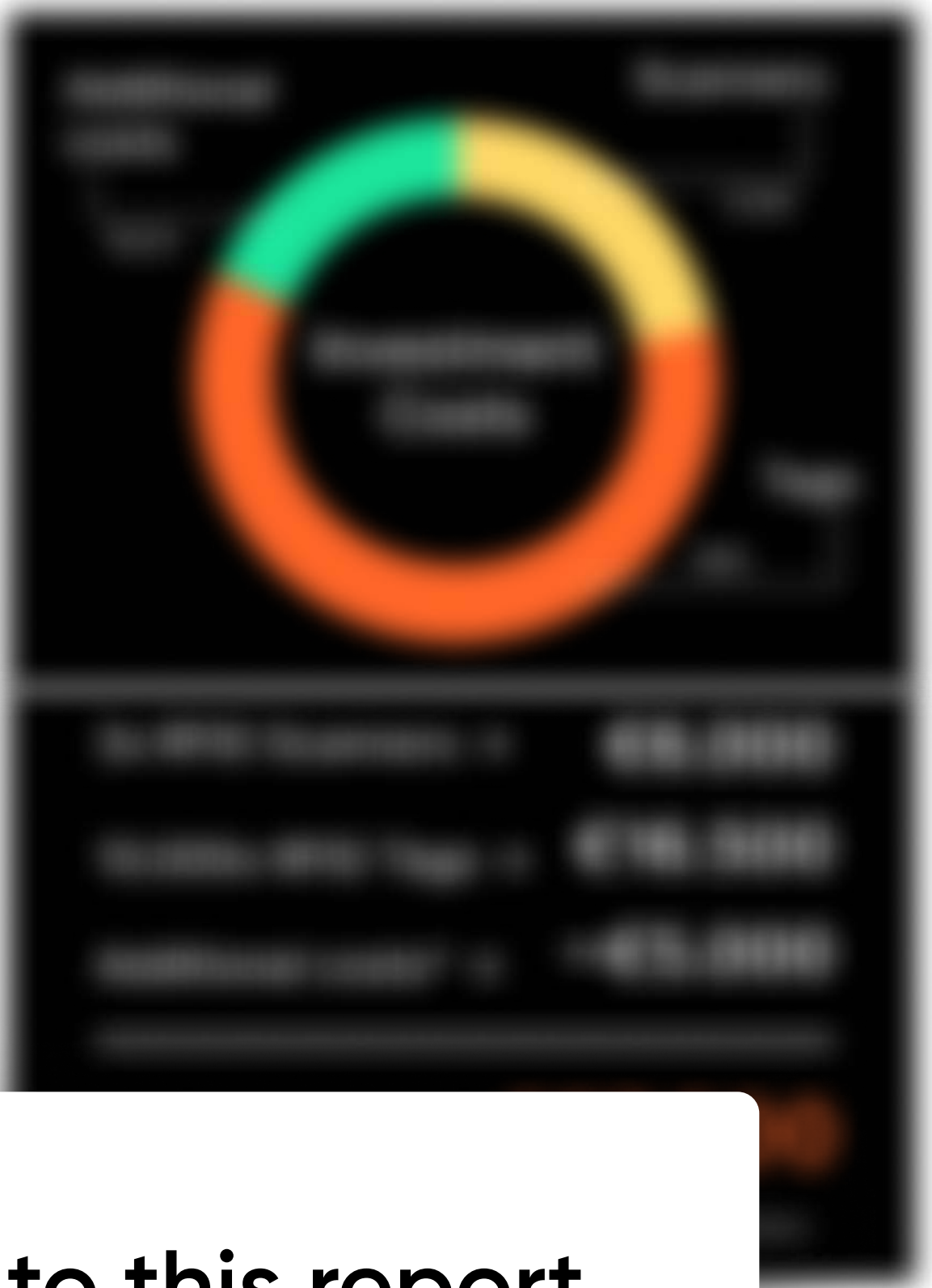
5000 items
6000 items
7000 items
8000 items



Investment costs.

How the investment costs...
...are calculated...
...and the impact...

...the investment costs...
...are calculated...
...and the impact...



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Item 1	Value 1	Value 2
Item 2	Value 3	Value 4
Item 3	Value 5	Value 6

Category	Value 1	Value 2
Item 1	Value 3	Value 4
Item 2	Value 5	Value 6
Item 3	Value 7	Value 8

...the investment costs...
...are calculated...
...and the impact...

Let's go back to the beginning.

In an era of rapid technological change, it's essential to understand the risks of AI. This report provides a comprehensive overview of the risks of AI, from data privacy to job displacement. It's a must-read for anyone interested in the future of AI.

As AI continues to advance, the risks of AI are becoming increasingly apparent. This report provides a comprehensive overview of the risks of AI, from data privacy to job displacement. It's a must-read for anyone interested in the future of AI.

Time to determine if AI is for you.

AI is a powerful tool, but it's not for everyone. This report provides a comprehensive overview of the risks of AI, from data privacy to job displacement. It's a must-read for anyone interested in the future of AI.



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AI Risk Report

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