

# Answer to the European Commission public consultation on the early challenges regarding the "Internet of Things"

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  - o location: [Calle Vargas, 47, 3º 39010 Santander \(Cantabria\) Spain](#)
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## **RFID labels**

They could be considered as an alternative that will substitute bar codes in the near future, but whose reach goes further than a mere technological innovation.

As such they have a clear potentiality in the management of business, capable of changing substantially the way in which trade activities are implemented due to its effects on competitiveness, productivity, employment and social cohesion.

If there is true that in certain categories of goods of a lower cost, individual labels could be really consider unnecessary, at the same time is it true that they would have other advantages.

Nowadays it seems probable that merchandises be controlled at the pallet level using RFID labels, and at item level only in cases of singular products. However it would be wise considering that a lowering of technology costs would change completely that scenario.

It is also o be feared another picture of wider complexity in technological development, or the creation of a monopoly of selling that could end in creating new competitive restrictions and differences, or unfair behaviours.

The single character of RFID labels means, finally, that the product could be followed while it moves from one place to another until it arrives to the final user. In that stage the retailer represents the operator in best position of all in the commercial chain to interact and appreciate properly the customer answer.

### ***Applications***

The RFID technology could be applied in areas such as control of entry, stuff identification, end dates control, counterfeiting detection, items stocking, clients information, waiting time for paying or helping retailers to fight shoplifting.

By giving products a special card with a monitored application they could be recognized as soon as the client passes less than 2, 5 meters form RFID lecturer. It could even register any movement at much longer distance.

Another future application would be marking all the products in a supermarket with RFID labels, in such a way that when going out with the products bought, automatically we will be informed of the total price. Furthermore the transmission devices could be used as sensors by remote control without feeding nor maintenance,

### ***The NFC mobiles***

This technology has also a potential of innovation in trade practices and could be used as an easier way of payment through mobiles, for instance in expenditure machines.

Once an application is made for a credit card in a secure manner to the NFC phone, the client could make payment only by approaching it to the reader in the selling spot.

It could be also compatible with the current infrastructure of accepting cards without contact, an RNFC phone would give other advantages to the buyers, for instance the ability to look the transactions and data in phones screens.

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### ***Measures and Cohesion***

At that initial phase of the European policy it is convenient to make a critical assesment of the challenges of these new technologies when apply to trade and its probable scenarios.

From that point of view it could be emphasised fundamentally its impact on social, economic, and territorial cohesion by means of the role of retail trade of vicinity has in the shaping of society as it its understood in the European model.

As a future solution it could be envisaged to take appropriate measures at level of sub- sector trade or territorial areas, including subjects such the scope of technical essays, standarisaton, safety or networks creation.

**Santander, 10 November 2008.**