

Using the Foundation of Ubiquitous ID in the Distribution and Sales of "Yofuku-no-Aoyama" Suits

December 1, 2005

YRP Ubiquitous Networking Laboratory

Features of This Project

Adoption of this ubiquitous ID center's ucode tags

Integrated management by RFID which goes beyond the country and beyond organization

Between Japan and China, beyond the countries...

Beyond the organizations including factory, warehouse, shipping container, distribution center, truck and stores...

Multiple uses of one RFID

One RFID attached to the product from the manufacturing stage

For distribution management, quality management and product information provision service at stores

Approach on the basis of actual use by Aoyama Trading Co. Ltd.

Purpose of this Project



Innovative change of the clothing distribution model with Asian countries

Attach an ucode tag to every single suit to realize more guaranteed management of each suit in the entire process.

Improvement of efficiency

Operate the completion/sorting process at an earlier stage, promote efficiency by realizing direct shipping to each site in Japan

Improve the efficiency of mending process for creases, etc. by collecting the detail information such as temperature and humidity, etc. during transportation.

Further quality improvement

In various processes, utilize one RFID for various applications and receive feedback on quality information

Feasibility Study Outline



Conduct the following 2 feasibility studies

Distribution studies

By using ucode tags, totally manage the receiving and shipping of products, and process information targeting suits at each site from the production factory to stores, etc.

Collect information on temperature, humidity and impact in trucks and containers during shipping.

Store studies

Attach ucode tags to individual suits and provide appropriate product information to customers by using kiosk terminals and cellular phones with readers.

Using ucode tags attached to the suits, conduct stock management by size/color.

This Distribution Study



Period

For approximately two weeks from around February 17, 2006

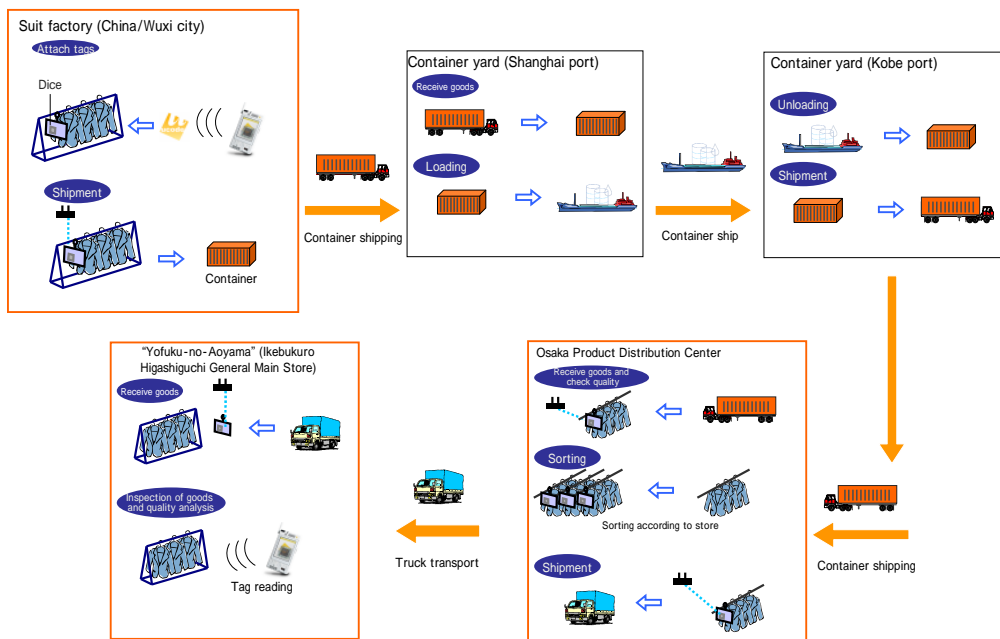
Distribution Site

- Suit production factory (China/Wuxi city)
- Ocean container transportation (Shanghai port-Kobe port)
- Product Distribution Center (Osaka)
- “Yofuku-no-Aoyama” (Ikebukuro Higashiguchi General Main Store)

Targeted Products

Suits (Approximately 1000)

Overall Picture of the Distribution Study



This Store Study



Period

From March 9 (Thu) through March 15, 2006 (Wed)
Plan to hold an opening event from 11:00 on March 9 (Thu)

Store

Yofuku-no-Aoyama Ikebukuro Higashiguchi General Main Store
3rd floor

Targeted Products

Suits (Approximately 400)

Picture of the Store Study



Provision of Product Information Using ucode Tags

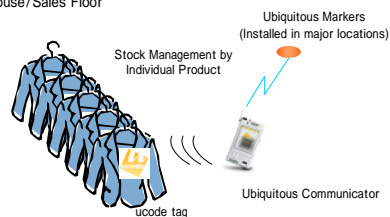
Sales Floor in Stores



- Provide recommendations for coordinating product information
Provide coordinated dress shirts, ties etc. to the suits selected by store.
- Provide stock (location) information by size/color
Provide stock information on different sizes and colors for the same type of suit selected. Additionally, display the location where the products are stored.
- Information on product details
Provide information on product details related to suit material and stitching.

Stock Management Using ucode Tags

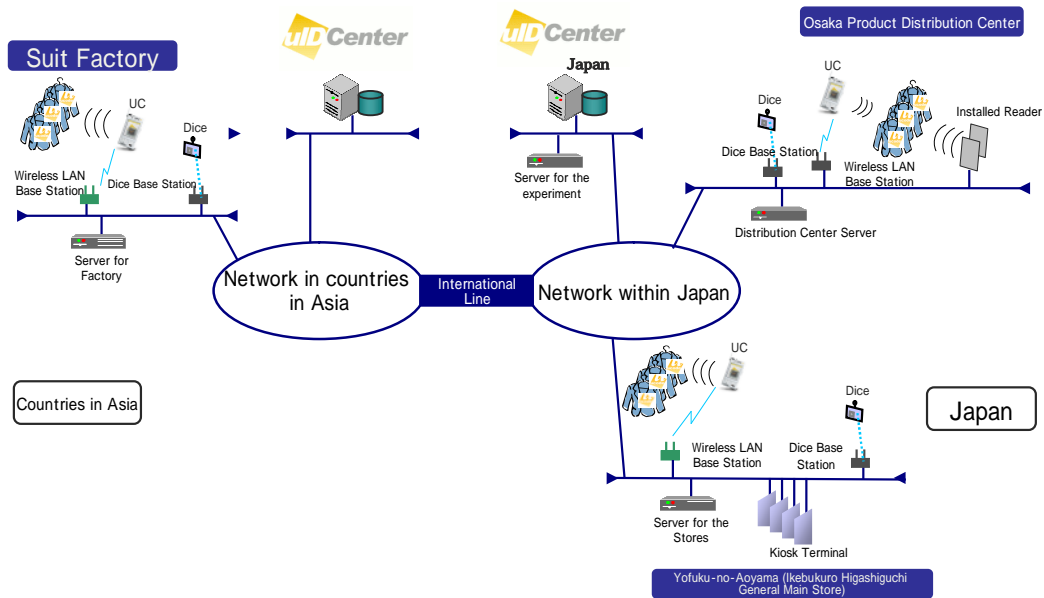
Warehouse/Sales Floor



- Stock management by individual
By using the ubiquitous communicator, read tags and register stock information by individual product. Additionally, register storage location at the time of registration as well.

Using one ucode tag for multiple applications is possible

Feasibility System Configuration Diagram



Future Plan



Repeat feasibility studies by changing factories and study items, and evaluate the cost reduction effect.

Design for actual operation

- Establish overall system design
- Establish necessary devices design

System development, procurement of necessary devices

Aim to move to actual use the year after next