

# TMCnet

## RFID Opportunity Grows

In a recent article, *touchatag: The Interactive Advertising Opportunity*, the author cited industry research that highlighted the opportunity that exists in the RFID space.

*Analysts estimate that the market for RFID network, software and services will increase over a five-year period from around \$1 billion in 2008 to over \$6 billion in 2013 (IDTechEx). Strategy Analytics projects that in 2012 around 250 million NFC phones will be sold and that in 2017 over 1 trillion RFID labels will be tagged. According to ABI Research, the RFID market is expected to generate \$9.7 billion by 2013.*

Well, ABI Research has updated their numbers and is now calling for total revenue earned from RFID transponders, readers, software and services to top the \$5.6 billion mark *this year*, according to the latest market data from ABI Research practice director Michael Liard.

The research study, titled *RFID Annual Market Overview*, portrays the market as fragmented, but Liard says, "...despite some project deferrals and terminations, there will be market growth."

According to Liard, "...the RFID market continues to be worthy of cautious optimism in the near to mid-term."

These numbers underscore the opportunity for application developers. A recent article, *Developers Key to Success of touchatag Project*, further explores the opportunity for developers to leverage solutions such as Alcatel-Lucent's touchatag, to create exciting new applications.

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