



## Comparison of Bar Codes and Passive RFID Tags

	Bar Code 	Passive RFID Tag 
<b>Ruggedness</b>	No	Yes
<b>Reliability</b>	Wrinkled or smeared labels will not be read	Nearly flawless read rate
<b>Readable through objects</b>	No, must be line of sight	Yes
<b>Passive (automated) data collection</b>	No	Yes (via portals and smart shelves)
<b>Orientation dependence</b>	Yes	No
<b>Data capacity</b>	< 20 characters with linear	100's-1000's of characters
<b>Read speed</b>	Slow	Very fast (ms)
<b>Simultaneous scanning of multiple codes/tags</b>	No	Yes (10-1000 tags per second)
<b>Updateable</b>	No	Yes
<b>Marginal Cost</b>	\$0.01 per label	\$0.05-\$1.00 per tag