



Last-Mile Interaction

Last Updated: Nov 24, 2023

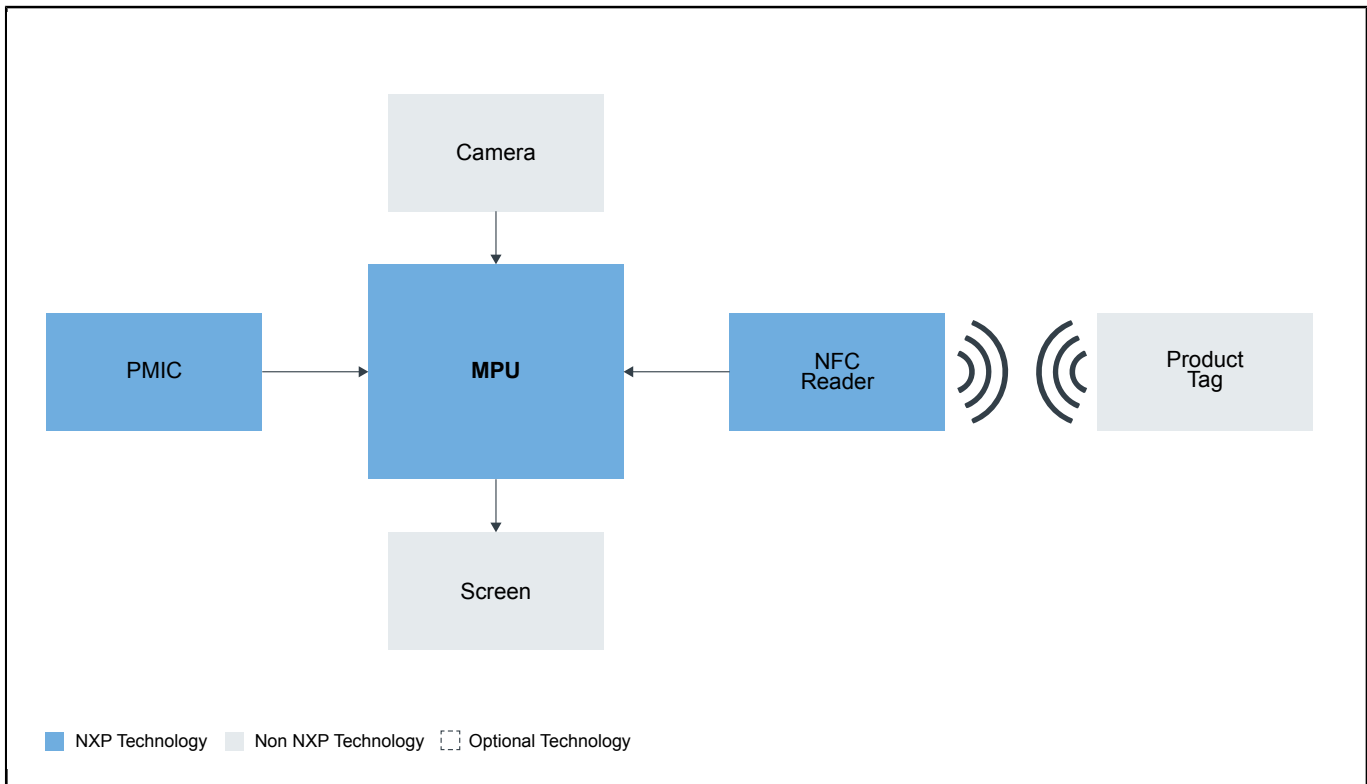
NXP’s RFID and NFC technologies allow retailers to improve customer pre-sales, during sales, and post-sales experience. These technologies along with broader use of analytics enables a more profound understanding of consumer behavior giving the customer a more personal experience.

One example is smart fitting rooms where mirrors read the RFID tag of the merchandise and display the item where consumers can view alternative colors, check for availability

Targeted advertisement can take advantage of the technology in a majority of people’s pockets to interact with consumers in a whole new way. An NFC tag can be embedded in any media or object.

Electronic shelf labels can be updated wirelessly and allow retailers to set prices more strategically.

Smart Mirror Block Diagram

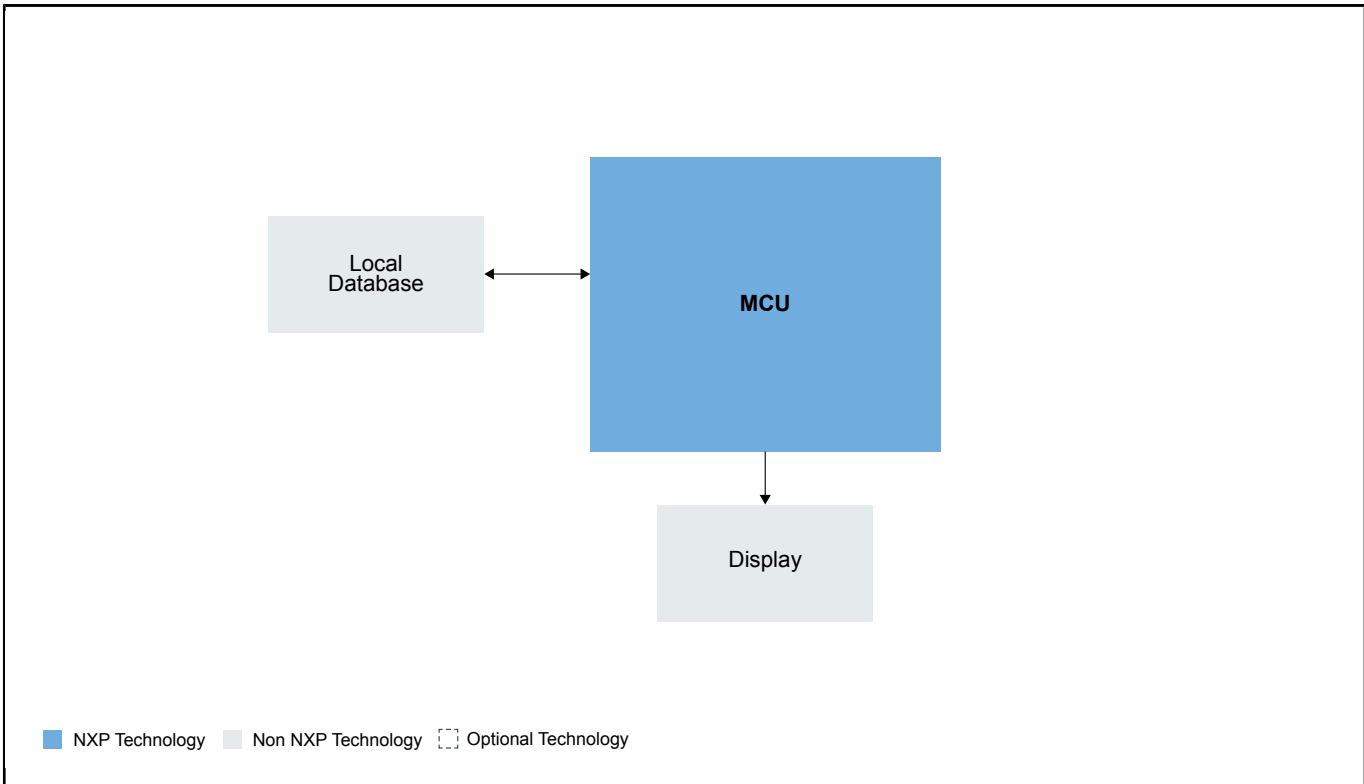


Recommended Products for Smart Mirror

MPU	<ul style="list-style-type: none">• i.MX RT1170: 1 GHz Crossover MCU with Arm® Cortex® Cores
PMIC	<ul style="list-style-type: none">• PF1550: PMIC with 1A Li+ Linear Battery Charger for Low Power Processor Systems

NFC Reader	<ul style="list-style-type: none"> • PN5190: NFC Frontend supporting challenging RF environment for payment, physical access control • CLRC663 plus Family: High-Performance NFC Frontends
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Electronic Shelf Label Block Diagram



Recommended Products for Electronic Shelf Label

MCU	<ul style="list-style-type: none"> • KW41Z: Kinetis® KW41Z-2.4 GHz Dual Mode: Bluetooth® Low Energy and 802.15.4 Wireless Radio Microcontroller (MCU) based on Arm® Cortex®-M0+ Core
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Smart Label Block Diagram



■ NXP Technology ■ Non NXP Technology □ Optional Technology

Recommended Products for Smart Label

Smart Label	<ul style="list-style-type: none">• ICODE DNA NFC Forum Type 5 Tag with AES Cryptography• SL2S2002_SL2S2102: ICODE® SLIX• SL2S2602: ICODE® SLIX2 NFC Forum Type 5 Tag with Originality Signature• UCODE 8/8m
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View our complete solution for [Last-Mile Interaction](#).

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