# Silicon Labs' Smart Retail Technology Featured at 'National Retail Federation (NRF) 2022: Retail's Big Show'

*-- Customers RAINUS, Zliide and ThinkIN to showcase smart retail offerings powered by Silicon Labs' SoCs and Modules --*

**AUSTIN, Texas, January 10, 2022 –** Silicon Labs (NASDAQ: SLAB), a leader in secure, intelligent wireless technology for a more connected world, today announced that the company's FG22 Wireless 2.4 GHz SoC and BGM220 Bluetooth Module will be featured in demonstrations by smart retail technology innovators RAINUS, Zliide and ThinkIN at NRF 2022: Retail's Big Show, held Jan. 16-18, 2022 in New York City. Attendees will be able to see how smart, wirelessly connected devices are improving in-store merchandising and the consumer's shopping experience.

- **RAINUS (Level 3, Booth 6647)**: Presenting its InforTab Electronic Shelf Label (ESL) technology, which allows retailers to update their pricing in real-time, maximize operational efficiency, and simplify customers' shopping experiences. InforTab ESLs are used in department and grocery stores worldwide. Silicon Labs' indoor positioning technologies enable RAINUS to demonstrate live tracking of smart assets like shopping carts and active position ESL tags ensuring a smooth and accurate shopping experience.
- **Zliide, accompanied by ThinkIN, (Innovation Lab, Booth 22)**: Providing demos of its advanced Bluetooth loss prevention tags. The Zliide tags go beyond traditional security, bringing the convenience of online shopping and the customer insights of e-commerce into the physical store. The Zliide tag allows shoppers to access interactive product information on their smartphones and perform instant self-checkout from anywhere in the store. The tags are currently used by several European retailers, including WEEKDAY, part of the H&M Group, and are expected to expand to retailers in the US in 2022.

"Brick-and-mortar stores are adopting smart, wirelessly connected technologies to incorporate aspects of online shopping into the in-store experience for the best of both worlds," said Chong Li, senior manager, Business Development & Marketing, Silicon Labs. "Silicon Labs offers innovative indoor positioning and loss prevention wireless solutions with state-of-the-art security for low-power battery IoT devices at the heart of smart retail innovation."

Smart retail technology is transforming the in-store experience and bringing more customers back into physical stores. Smart retail solutions increase retailer efficiency, reduce labor costs, improve merchandising, strengthen loss-prevention, and provide valuable consumer insights to retailers across the omnichannel experience. Visit and connect with Silicon Labs in the Innovation Lab with Zliide accompanied by ThinkIN to learn more, as well as the RAINUS booth to see the latest development in ESL.

For more information on Silicon Labs' Smart Retail wireless offerings, visithttps://www.silabs.com/applications/industrial-and-commercial/smart-retail.

**About Silicon Labs**
Silicon Labs (NASDAQ: SLAB) is a leader in secure, intelligent wireless technology for a more connected world. Our integrated hardware and software platform, intuitive development tools, unmatched ecosystem and robust support make us an ideal long-term partner in building advanced industrial, commercial, home and life applications. We make it easy for developers to solve complex wireless challenges throughout the product lifecycle and get to market quickly with innovative solutions that transform industries, grow economies, and improve lives. Silabs.com

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**Connect with Silicon Labs**
Contact Silicon Labs PR team at pr@silabs.com.

**About RAINUS**
RAINUS is a fast-growing company specializing in electronic shelf labels (ESL). RAINUS InforTab is the most scalable and robust ESL system and is recognized by partners and retailers across the world. RAINUS gives trust to customers and its products used in various sectors including offices, warehouses, and factories. InforTab™ is based on customized wireless protocol technology, designed to replace conventional paper labels, and transform stores and workplaces into the digital and connected space.

**About ThinkIN**
ThinkIN is a startup, founded in 2015, with operational headquarters in Trento. The company is specialised in the delivery of advanced location-based services starting from the tracking of objects and people indoors. ThinkIN digitizes physical spaces by

providing knowledge on what is happening indoors through analytics and KPIs, together with real-time location-based services.

ThinkIN delivers its solutions for different industrial domains, including supermarkets, manufacturing plants, trade fairs and events and hospitals, with customers in Italy, Europe, and North America.

**About Zliide**
At Zliide we want to drive the next revolution in fashion commerce. With a mission to elevate the in-store experience, Zliide is bringing the convenience of online shopping and customer insights of e-commerce into the physical store. Harnessing cloud technology and mobile apps, the Zliide Tag introduces instant check-out anywhere in the store, last-mile delivery, and loss prevention.

Retailers like WEEKDAY (Part of H&M Group), SELECTED (Part of Bestseller), and Moss Copenhagen trust Zliide. To learn in what new markets we're expanding our business and more, visit https://www.zliide.com/

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