

QUESTION 3: APPLICATION PURPOSE

The applicant was previously conducting analysis and tests at its Bentonville, Arkansas lab pursuant to OET Experimental Radio Station Construction Permit and License, WE2XDK, File Number 0135-EX-RR-2009, which expired on August 1, 2011. The applicant is currently conducting additional research into the propagation characteristics of RFID technologies (e.g., electronic product code tags) to two nearby retail locations in Rogers and Fayetteville, Arkansas.¹

The experimental licenses thus far has allowed applicant to evaluate RFID equipment that will potentially be used in international locations. The testing provides applicant with a means for recommending or making purchasing decisions. In addition, as applicant receives software / firmware enhancements from technology vendors for devices already installed, they are tested in the lab first before release to the overall install base. Applicant's research at its various locations continues to be central to the company's RFID implementation goals and the company has continued testing to collect "real world" data at its retail locations. The current application seeks to expand that testing.

Applicant requests authority for the 902-928 MHz band only for use at its store locations.

¹ See FCC Experimental Licenses WF2XFF, WF2XFG, WF2XHB