**What’s in that case?**

**SCENARIO:** An RFID-tagged case with no label has been found in a retailer’s distribution center. Here’s how the retailer might find the data associated with that case in the future.

1. The case’s RFID tag is detected and interpreted by the software in a reader and sent to a computer system.
2. Using the tag data, the system sends a query to the object naming service (ONS), which is part of EPCGlobal’s Electronic Product Code Network and operates much like the Internet Domain Name System does for Web site addresses.
3. Based on the manufacturer code and the product code embedded in the tag, the ONS server returns the Internet address of the EPC information service that has additional data about the case and its contents. In this particular scenario, the data about a case of Venus razors had been collected using a network of readers and EPC middleware at Gillette’s packaging site (at right), and that data was transferred via an integration layer to Gillette’s business applications.
4. The retailer’s system sends a query requesting additional information using a secure, Internet-based channel that transfers the data and establishes the identity of the retailer’s querying system.
5. Gillette’s information service receives the request through the secure channel, verifies the identity of the retailer’s system and creates a response according to the access control rules for that particular retailer. Gillette’s EPC information service uses the established secure channel to return this information to the querying system.
6. The retailer’s system receives the information about the case and its contents and can use the data in its own business systems.