

QUESTION 3: APPLICATION PURPOSE

The applicant is currently 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, effective August 1, 2009 and expiring on August 1, 2011. The applicant requests authority to expand its research into the propagation characteristics of RFID technologies (e.g., electronic product code tags) to two nearby retail locations.

The experimental license 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 Bentonville lab continues to be central to the company's RFID implementation goals. However, the company seeks to expand testing to collect "real world" data from two retail locations.

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