

# EAS Anti-Shoplifting Technology

Global retail theft cost  
**\$123 billion**  
last year - **38%** from  
shoplifting alone.

From big box chains to tiny boutiques, retailers use EAS systems to reduce shoplifting and protect profits.

Both Acousto Magnetic (AM) and Radio Frequency (RF) EAS systems use electronic communication between an antenna and hard tag or label, but it's up to the retailers to decide which technology is best for them.

**So, what's the difference?**

## Acousto-Magnetic (AM)

## Radio Frequency (RF)

### Technology

- Narrow bandwidth enables exceptional range for more accurate detection

- Wider bandwidth uses sweeping technology; less reliable detection

### Performance

- Wide exit coverage with pedestals; extended with concealed systems
- Flexible installation; highly immune to interference
- Works well on liquids, metals and on products with foil packaging
- Immune to human body shielding
- Fewer false alarms on commonly purchased items
- Backfield control maximizes storefront selling space
- Industry-leading detection

- Exit coverage with pedestals; no concealed option
- Strict installation, cannot be near metal doors or edging
- Significant performance degradation near water and metal
- Vulnerable to false alarms from items that "look like" RF labels
- Occupies more selling space at the storefront
- Not a stepping stone to RFID deployment

### Tags & Labels

- Small footprint, 3/8" x 1-1/2", minimizes impact to packaging
- Wide range of hard tags and robust plastic labels
- Strict quality control, more working labels out of the box

- Large footprint, 2" x 2", required for better performance
- Assorted hard tags and paper labels
- Protection limitations based on product type
- Consistently more "wounded" labels out-of-the-box