CLAIMS

1. A label for allowing retrieval of identification data, the label comprising

an optically coded region; and

a transponder housed within the label,

~~wherein one is disposed around the other;~~

wherein the optically coded region is disposed ~~comprises an array of holes~~ on a top or bottom surface of the label around where the transponder is housed; and

wherein data obtained from reading ~~either~~ both the optically coded region~~,~~ and the transponder~~, or both~~ is used to retrieve identification data, the identification data being used to retrieve background information of a product on which the label is fixed.

2. The label of claim 1, wherein the optically coded region is etched into either of the top or bottom surfaces, or both.

3. The label of claim 1 or 2, wherein the optically coded region spans across a plurality of zones.

4. The label of claim 3, wherein at least one of the zones is discontinuous from the other zones.

5. The label of claim 3 or 4, wherein the data read of the optically coded region comprises combining data selected from one or more of the zones.

6. The label of claim 5, wherein the selection of the one or more zones is in accordance with a programmed protocol.

7. The label of any one of the preceding claims, wherein the transponder comprises

a microchip; and

an antenna coupled to the microchip.

~~8. The label of claim 7, wherein the antenna is disposed around the optically coded region.~~

~~9. The label of claim 8, wherein the antenna is located along a perimeter of the label.~~

~~10~~8. The label of any one of the claims 1 to 7, further comprising

a tunnel extending through a thickness of the label for housing the transponder, wherein the optically coded region is disposed around the tunnel.

~~11~~9. The label of claim ~~10~~8, wherein the transponder is held in place with sealant.

10. The label of any one of the preceding claims, wherein the optically coded region comprises an array of holes.

~~13~~11. The label of any one of the preceding claims, wherein the transponder is passive.

~~14~~12. The label of any one of the preceding claims, further comprising

mounting holes provided at opposite ends of the label.

~~15. The label of any one of the preceding claims, wherein the identification data is used to retrieve background information of a product on which the label is fixed.~~

~~16~~13. A system comprising

a database configured to

retrieve the identification data, in response to a match when interrogated with data obtained from reading ~~either~~ both the optically coded region~~,~~ and the transponder~~, or both~~ of the label of any one of the preceding claims;

locate stored content associated with the retrieved identification data; and

return the stored content.