RFID Journal LIVE! 2011

NINTH ANNUAL CONFERENCE AND EXHIBITION | **APR. 12-14, 2011** | ORANGE COUNTY CONVENTION CENTER, **ORLANDO, FLA.**

RFID JOURNAL LIVE!

THE ONE EVENT THAT HAS IT ALL:

175+ RFID Exhibitors	**100+** Educational Sessions	**50+** End-User Case Studies

HEAR WHAT WORKS FROM INDUSTRY LEADERS ACROSS:

8 Conference Tracks	**8** Preconference Seminars	**3** Co-Located Events

LEARN HOW TO PROFIT FROM PUTTING RFID TO WORK TODAY

NEW RFID IN APPAREL WORKSHOP

REGISTER BEFORE MAR. 11, 2011,
TO SAVE UP TO $700 OFF ON-SITE RATES
PLUS, SAVE AN EXTRA 10% WITH THE PROMOTIONAL CODE **LJBB**
www.rfidjournalevents.com/live

DEAR COLLEAGUE

Leaders in every industry are gathering at RFID Journal LIVE! 2011—our ninth annual conference and exhibition, being held on Apr. 12-14, in Orlando, Fla.—to share how they are streamlining their business and profiting from putting RFID to work in their operations.

RFID JOURNAL LIVE! IS THE ONLY TECHNOLOGY EVENT THAT FEATURES:

> **175+ leading technology companies demonstrating solutions**
> **100+ educational sessions**
> **50+ industry-specific and how-to end-user case studies**
> **8 conference tracks**
> **8 in-depth preconference seminars**
> **The RFID in Apparel workshop**
> **GS1 Apparel Supply Chain demos**
> **The *RFID Journal* Awards**
> **3 co-located events**
> **CompTIA RFID+ training and certification**

Our exhibition hall will feature the industry's largest showcase of top technology providers demonstrating the latest RFID products that could help you track tools, assets, work-in-process and finished inventory more effectively, as well as automate business processes and reduce costs in your operations.
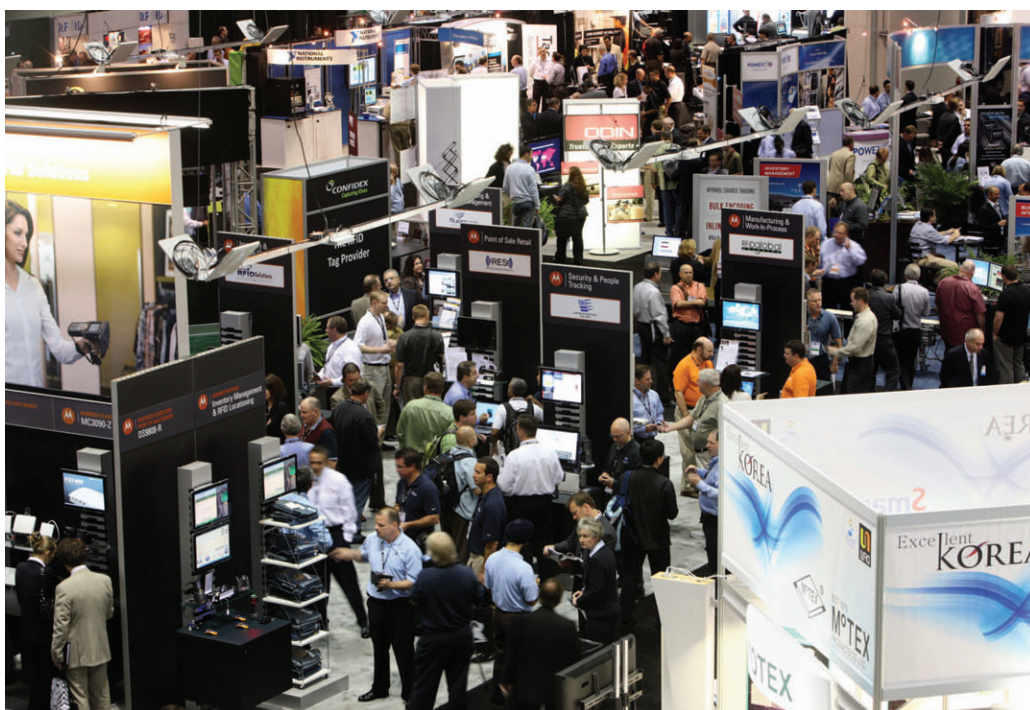
As an added benefit, if you register by Mar. 11, you'll be able to save up to $700 off the regular registration price.

This brochure will provide you with an overview of the educational program, conference tracks, agenda and registration information for this year's LIVE! event. Be sure to visit our Web site for the most up-to-date agenda, and to register: **www.rfidjournalevents.com/live**.

Thank you for your time. I look forward to seeing you in Orlando on Apr. 12-14.

SINCERELY, **Mark Roberti**, *Founder and Editor,* **RFID Journal**

LEARN HOW TO PROFIT FROM PUTTING RFID TO WORK TODAY

DEMOS

GS1 RFID APPAREL DEMO

Retailers are excited about RFID's ability to dramatically improve in-store inventory accuracy and replenishment, enabling them to sell more goods at a higher price since items are always on the shelf when a customer wants to buy them. But the technology has benefits throughout the supply chain. This series of demonstrations will show how goods can be tracked from the point of manufacture to the point of sale, and showcase several applications in manufacturing and warehouse management, as well as at stores.

Sponsored by AVERY DENNISON, TAGSYS and IMPINJ, with ARGO WIRELESS, CONAIR, SEEONIC and ZEBRA TECHNOLOGIES

RFID-ENABLED SUPPLY CHAINS DEMO

Rush Tracking Systems and several key partners will provide a live manufacturing supply chain demonstration showcasing how a variety of RFID technologies can be brought together across several common use cases—such as warehouse, shipping, labor productivity and asset utilization—to improve supply chain performance. The demonstration will be relevant to typical use cases found in industrial manufacturing, automotive, agribusiness, paper, food, consumer packaged goods (CPG) and government businesses.

DEMONSTRATION TECHNOLOGY PROVIDERS

RUSH TRACKING SYSTEMS—VisiblEdge advanced lift-truck solution
SKYTRAX—Overhead forklift "location-ing" system
IMPINJ—Passive ultrahigh-frequency (UHF) reader
INTELLIGENT GLOBAL POOLING SYSTEMS (iGPS)—RFID-enabled plastic pallets

CO-LOCATED EVENTS

AUTO-ID CONFERENCE › Association Sponsor: AIDC100

RFID is one type of automatic-identification technology, but there are others that might meet your needs. This event is designed to offer companies insights into new developments involving bar codes, contact memory buttons, direct part marking (DPM), voice and other technologies.

IEEE RFID 2011 › Sponsor: IEEE TECHNICAL COMMITTEE ON RFID (CRFID)

IEEE RFID 2011 is the fifth in a series of conferences addressing theoretical, technical and implementation issues related to RF-based identification and communications systems. The conference will include visionary keynote presentations, presentations on the latest RFID advances from around the globe, and a full first day (Apr. 12) dedicated to a tutorial on the basics of RFID and workshops.

THE INTERNET OF THINGS

The need for authoritative, ongoing international cooperation in regard to the European agenda for taking the concept of the Internet of Things to reality is pivotal in placing it in the global context it demands. CASAGRAS2—the acronym for an E.U. project known as Co-ordination and Support Action for Global RFID-related Activities and Standardization—provides the necessary conduit for taking the next steps in international collaboration.

HOW TO CHOOSE
THE RIGHT RFID SYSTEM
A STEP-BY-STEP GUIDE

PASSIVE LF | HF | UHF
ACTIVE 433 MHZ | 900 MHZ | 2.45 GHZ
BATTERY-ASSISTED HF, UHF
WI-FI | ULTRA-WIDEBAND
RUBEE | ZIGBEE | SENSOR NETWORKS
HYBRID SYSTEMS | CHIPLESS RFID
RFID ALTERNATIVES

FREE REPORT

SAVE YOURSELF HUNDREDS OF HOURS OF RESEARCH TIME WITH THIS NEW GUIDE— FREE WITH AN RFID JOURNAL LIVE! ALL-ACCESS PASS

How to Choose the Right RFID System: A Step-by-Step Guide

TRAINING AND AWARDS

CompTIA RFID+ TRAINING AND CERTIFICATION

In partnership with RFID4 U

COMPTIA RFID+ TRAINING AND CERTIFICATION PREPARATION COURSE
This course provides one day of intensive, instructor-led training using state-of-the-art RFID equipment (on Apr. 12), and includes the RFID+ Certification Exam* on Apr. 13 or 14. Attendees unable to take the exam during the conference and exhibition will receive a voucher allowing them to take the test at a later date.

5TH ANNUAL *RFID JOURNAL* AWARDS

SHOWCASING THE BEST OF THE RFID INDUSTRY

The *RFID Journal* Awards recognize companies that have distinguished themselves by their successful use of RFID or introduction of a valuable new RFID product or service.

AWARD CATEGORIES ARE:
› **Best in Show**
› **Best RFID Implementation**
› **Best Use of RFID to Enhance a Product or Service**
› **Most Innovative Use of RFID**
› **RFID Green Award—NEW**
› **Special Achievement**

The editors of *RFID Journal* have selected an independent panel of judges to evaluate entries and choose the winners. The goal of these awards is to recognize the leaders in radio frequency identification, and to foster the adoption of these technologies by highlighting the best deployments and product offerings. The winners will be announced at the conference. Each winner will receive a crystal award and be featured in *RFID Journal* magazine. This is a unique opportunity to be recognized for your achievements in RFID.

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CORNERSTONE AND REGISTRATION SPONSOR

MOTOROLA

LEARN FROM IN-DEPTH PRECONFERENCE SEMINARS

RFID Journal LIVE! preconference seminars provide in-depth information on specific aspects of RFID, auto-ID and related technologies. Attendees can choose to participate in one of these sessions prior to the opening of the main conference program. Preconference seminars are available through an All-Access, Conference + Preconference or Preconference + Exhibit-Only passes.

RFID JOURNAL UNIVERSITY

This seminar has been our most popular preconference offering for seven years. *RFID Journal* University is designed to provide those new to radio frequency identification with the foundational knowledge needed to begin understanding how RFID can be applied to solve specific business problems, so that you can choose the right option for a specific application and select the proper vendors to achieve a successful outcome. **Now also offered in Spanish—Universidad *RFID Journal!* | Sponsor: LOGyCA**

TOPICS INCLUDE:
› RFID Basics
› The Physics Behind RFID
› Legislation and Standardization
› Live Demo: RFID in the Real World
› Real-World Considerations
› Building an RFID Business Case

FEATURED SPEAKER: ›Pankaj Sood, Founder, McMaster RFID Applications Lab, Researcher, **Cambridge University**

RFID IN CONSTRUCTION

In partnership with FIATECH | Sponsor: ToolHound
RFID can play a key role in helping companies manage the inventory of materials arriving at a construction site, as well as reduce theft and improve the management of tools and other critical assets. This preconference seminar will share how end users are using RFID today. Additional presentations will explain the role of RFID in various applications, as well as which types of systems are most applicable, and how businesses can begin employing the technology on their construction sites.

TOPICS INCLUDE:
› RFID Basics
› Tags—Live: Smash, Bash and Attach
› Leveraging Passive RFID to Re-engineer Project-Execution Processes
› Tool Management Using RFID
› RFID for Access Control on Construction Sites
› Looking Ahead—Exploring RFID and Related Emerging Technologies for Construction

SPEAKERS INCLUDE: ›Francis Rabuck, Director, Intelligent Infrastructure Lab, Bentley Systems ›**Firas Hijazi**, Head of Business System Unit, **Consolidated Contractors Co.**; ›**Dean Perry**, President, **ToolHound**; ›**Todd Sutton**, Business Unit Manager, **Zachry Construction Corp.**; ›**Neill Pawsey**, Project Manager, **FIATECH**

RFID IN ENERGY

This preconference seminar will examine the use of radio frequency identification in the energy sector. Topics will cover various types of RFID technologies, including passive ultrahigh-frequency (UHF), passive high-frequency (HF), RuBee LWID, 802.11x, ZigBee, active UHF and many others. Sessions will also review a variety of application areas, such as laydown yards, production facilities, service centers, oil rigs, refineries, pipelines and more. Speakers will focus on end-user case studies and the benefits that RFID could provide to chemical, gas and oil firms, as well as the challenges that must be overcome to achieve such benefits.

TOPICS INCLUDE:
› RFID Basics
› Using RFID to Save Money for Natural Gas Service Providers
› Using RFID to Improve Operations in the Utilities Industry
› Improving Safety in the Natural Gas Industry With RFID
› RFID in the World's Harshest Conditions
› Improving Oil-Field Operations With RFID

SPEAKERS INCLUDE: ›Ian Patterson, President, **Viridis Technologies**; ›**Jim Pilant**, SAP Business Process Designer, **Sempra Utilities**; ›**Barry Breede**, President, **Sustainable Management Systems**

RFID FOR FOOD AND AGRICULTURE

This preconference seminar is designed to educate growers, distributors and producers of food and food products, as well as systems integrators and other implementers, regarding the benefits of using RFID to track the location and monitor the temperature of food as it moves through the supply chain. The seminar will explain the current state of RFID technology, and reveal how your organization can deploy the technology to achieve such benefits today.

TOPICS INCLUDE:
› RFID Basics
› Dairy Uses RFID to Improve Yields
› Monitoring Fresh Produce Temperatures During Shipping
› DOD RFID Shelf-Life Study, Phase II: Adaptive and Dynamic Shelf-Life Estimation
› Using RFID to Track Temperature and Fermentation at a Winery
› Using RFID to Stimulate Seafood Sales

SPEAKERS INCLUDE: ›Dr. John M. Ryan, Administrator, Quality Assurance Division, **Hawaii State Department of Agriculture**; ›**Jean-Pierre Emond**, Dean and Research Professor, College of Technology & Innovation, **University of South Florida Polytechnic**; ›**Ismail Uysal, Ph.D.**, Assistant Professor, **University of South Florida Polytechnic**; ›**Archana Yarlagadda**, Senior Applications Engineer, **Cypress Semiconductor**

RFID IN HEALTH CARE

Learn how hospitals and health-care organizations are using the technology to improve patient monitoring and safety, increase asset utilization with real-time tracking, boost revenue with automated billing, reduce medical errors by tracking medical devices and enhance supply chain efficiencies.

TOPICS INCLUDE:
› RFID Basics
› Mission Hospital Improves Equipment Utility Rate and Saves $150,000
› Nyack Hospital Improves Medication Compliance With RFID
› Ohio State University Medical Center Tracks Assets Across 40 Buildings
› RFID Saves Health System $2 Million Annually

SPEAKERS INCLUDE: ›Michael Kohler, Director of Material Management, **Mission Hospital— Mission Viejo and Laguna Beach**; ›**Joseph Pinto**, Director of Pharmacy, **Nyack Hospital**; ›**Chad Neal**, Director of Technology, **Ohio State University Medical Center (OSUMC)**

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RFID FOR WAREHOUSE AND INVENTORY MANAGEMENT

Sponsor: Academia RFID

This seminar will introduce participants to RFID applications in inventory and warehouse management. The course will present practical examples of how RFID enables inventory-management best practices. Participants will learn how to quantify the savings and benefits.

TOPICS INCLUDE:
> RFID Basics
> RFID Best Practices for Inventory Management
> Is RFID the Right Choice for Your Business?
> How to Build Your Own Inventory-Management RFID Portal
> Developing an RFID Business Case and Calculating the ROI

SPEAKERS INCLUDE: >**Ygal Bendavid, Ph.D.**, Professor, **University of Quebec in Montreal**; >**Eddie Ng**, Director of Technical Services, **Academia RFID Centre of Excellence**

RFID FOR IT PROFESSIONALS

Sponsor: Academia RFID

For companies to get the most value from an RFID investment, it's essential to have a robust software architecture for capturing data and turning it into information that can be used by business applications— in a way that provides for changing technology and business requirements. This seminar will explain how to build a complete software architecture, including the structure of RFID-based visibility data that enterprise applications consume, the data-capture software that creates this information, and the various architecture and product choices that an IT architect faces in building and deploying a successful system.

TOPICS INCLUDE:
> RFID Basics
> RFID Visibility Data for Business Applications
> RFID Data-Capture Software
> Putting It Together: Architecture, Product Selection and IT Governance

SPEAKERS INCLUDE: >**Ken Traub, Ph.D.**, Consulting Instructor, **Academia RFID**

RFID IN APPAREL WORKSHOP

Association Sponsors: American Apparel and Footwear Association (AAFA), and Voluntary Interindustry Commerce Solutions (VICS)

RFID has the potential to transform the apparel supply chain. This workshop is designed to bring those new to RFID up to speed quickly, by providing all of the information necessary to begin tagging individual garments.

TOPICS INCLUDE:
> RFID Tagging 101
> Adding Value to EAS Solutions With RFID
> Apparel Source-Tagging Study—Comprehensive Use Cases
> Update on the Item Level RFID Initiative
> Retail Panel: What Suppliers Need to Know

SPEAKERS INCLUDE: >**Chuck Lasley**, Director of Merchandising and Supply Chain Applications, **Dillard's**; >**Paul Arguin**, Director of Engineering and Technology, **Conair/USA ID**; >**Dr. Bill Hardgrave**, Dean and Wells Fargo Professor, College of Business, **Auburn University**; >**Joseph Andraski**, President & CEO, **VICS**; >**Jay Craft**, VP Product Development, **VF Jeanswear, LP**

FREE new guide for RFID in Apparel Workshop attendees: *How to RFID-Tag Apparel and How to Benefit Internally.*

RFID-ENHANCED SOCIAL NETWORKING

Sponsor: ODIN

RFID is being used to enhance social networking by linking the real world with online communities. This seminar will focus on one of the hottest applications of RFID for manufacturers, retailers and marketers interested in capturing the attention of tech-savvy consumers.

TOPICS INCLUDE:
> RFID Basics
> Adding Value to Social Media With RFID
> Success Stories: Linking the Real World and Online Communities

SPEAKERS INCLUDE: >**Robert Urwiler**, CIO, **Vail Resorts**; >**Patrick J. Sweeney III**, President, **ODIN**; >**Mark Roberti**, Founder and Editor, ***RFID Journal***

TESTIMONIALS

"I learned so much at the conference. At my staff meeting minutes ago, I told them it was the best-run conference that I had ever attended."

—*Jim Shuler,*
U.S. Department of Energy

"I congratulate you on putting on a really good show. It was worth every penny!"

—*Robert J. Charles,*
GenuTech, Inc.

"I was very pleased to see all of the exciting examples of what you can do with RFID. Everything was very professionally organized. It was worth the trip over the ocean!"

—*Thomas Beckman,*
Charles Vögele Group

"The show was phenomenal for us, and we are already looking forward to next year—with an even bigger booth!"

—*Houston Klassen,*
Intelligent InSites

AVIATION/AEROSPACE

This track is designed specifically for airports, airlines, aircraft manufacturers, maintenance companies and others looking to understand how radio frequency identification can improve operations and reduce costs. Hear case studies from companies already using RFID technology.

RFID SAVES TIME, IMPROVES SAFETY AT NASA'S KENNEDY SPACE CENTER

Even a small tool left on the launch pad at NASA's Kennedy Space Center could potentially damage a spacecraft during liftoff, thereby jeopardizing a mission. To prevent assets from being left behind by workers, Boeing has employed a real-time location system. Hear how the system reduces the time spent inventorying tools, by enabling staff members to search for a specific tool, or to perform an inventory of all tagged items at the facility, quickly and cost-effectively, thus reducing labor costs and increasing flight safety.

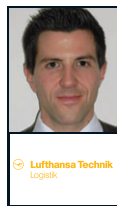SPEAKER: **Philip Lintereur**, Boeing Fluids, Avonics and Propulsion Systems Manager, **Boeing**

AEROSPACE AND DEFENSE MANUFACTURER STREAMLINES SUPPLY CHAIN WITH RFID

Killdeer Mountain Manufacturing (KMM), a contract aerospace and defense manufacturer, is using RFID to track work-in-process (WIP) for its cable-harness product line, creating transparency of the firm's inventory and manufacturing processes, up and down the supply chain. In this session, hear how the deployment brought about a dramatic transformation in the firm's operations, trimming costs and streamlining manufacturing, while also enabling Boeing to track its orders in real time.

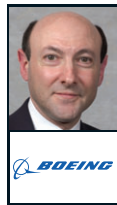SPEAKER: **Jeremy Mercer**, Chief Engineer and Director of IT, **Killdeer Mountain Manufacturing**

LUFTHANSA TECHNIK SAVES BY USING RFID FOR LOGISTICS AND MAINTENANCE

Lufthansa Technik, a provider of maintenance, repair and overhaul (MRO) services for civilian aircraft, has implemented an RFID solution for tracking aircraft components through its maintenance processes. In this session, learn the latest information about how the company's RFID initiative, which uses passive ultrahigh-frequency (UHF) technology permanently on parts, is reducing costs and improving logistics and maintenance processes.

SPEAKER: **Carsten Sowa**, RFID Program Manager, **Lufthansa Technik**

RFID: STATE OF THE UNION

In this session, a representative of Boeing will present the big picture of how RFID is benefiting companies in the aerospace and defense industries. Learn about progress on commercialization efforts, and obtain a future outlook from a global industry leader. This will be a rare opportunity to discuss the paths and direction of RFID in aerospace, from one of the leading companies in the industry.

SPEAKER: **Kenneth Porad**, Associate Technical Fellow and Program Manager, **Boeing**

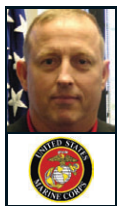## IMPROVING INVENTORY CONTROL WITH RFID AT NASA'S LANGLEY RESEARCH CENTER

Since installing an RFID system for tracking 3,000 pieces of equipment at its data center, offices and laboratory, NASA's Langley Research Center has reduced the time required for inventory counts from three weeks to a single day. Learn how the United States' first civilian aeronautics lab is using EPC Gen 2 passive UHF RFID tags attached to equipment, as well as racks and entranceways, so that the system can alert workers to any discrepancy in location, and enable them to pinpoint a missing item by inputting it into a handheld reader that beeps louder as it gets closer to the item.

SPEAKER: **Steven Mercier**, Senior Systems Engineer, Langley Research Center, **NASA**

DEFENSE/SECURITY

This track will focus on how the DOD and its suppliers are benefiting from using RFID technologies. The presenters will also explore the ways in which suppliers can benefit from utilizing RFID internally to lower costs, improve security and expedite payment from the military.

MARINE CORPS INCREASES ASSET VISIBILITY WITH PASSIVE UHF RFID

The U.S. Marine Corps' Blount Island Command is responsible for maintaining equipment and supplies aboard maritime prepositioning ships (MPS), which are strategically positioned throughout the world for rapid delivery whenever required. The command is using RFID to expedite the loading and unloading of equipment and supplies, including tanks, howitzers, ammunition, food, hospital equipment and spare parts. Learn how using RFID has reduced labor hours and increased visibility into the locations of supplies globally.

SPEAKER: **Lyle Layher**, MPS Plans Management Branch, Blount Island Command, **U.S. Marine Corps**

DLA USES RFID-ENABLED DISTRIBUTION TO SUPPORT THE U.S. WAR EFFORTS

By leveraging the relationships of its suppliers and customers, using new and exciting technologies, and integrating RFID into more of its logistics footprint and processes, the U.S. Defense Logistics Agency (DLA) is providing improved visibility beyond just receiving goods into inventory. In this session, learn how this capability will deliver improved availability, trust, responsiveness, speed and efficiency within the defense supply chain to support the war effort.

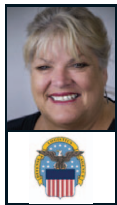SPEAKER: **Mark Lieberman**, AIT Program Manager, **U.S. Defense Logistics Agency**

U.S. DEPARTMENT OF DEFENSE AUTOMATIC IDENTIFICATION TECHNOLOGY UPDATE

This presentation will discuss topics related to the U.S. Department of Defense's use of automatic identification technology (AIT) and radio frequency identification. Such uses include the DOD AIT Concept of Operations (CONOPS), the DOD AIT Implementation Plan, challenges and improvements regarding AIT and RFID technologies (both active and passive), and USTRANSCOM's current and future uses of satellite technology.

SPEAKER: **David Blackford**, Chief, Logistics Technology Integration Division, **U.S. Transportation Command (USTRANSCOM)**

LACKLAND AIR FORCE BASE USES RFID TO IMPROVE INVENTORY MANAGEMENT

The Defense Logistics Agency Troop Support has installed an RFID system to ensure U.S. Air Force recruits at Lackland Air Force Base acquire the proper clothing and footwear for their training and active duty. Hear how the agency uses RFID to track goods from more than 400 vendors and subcontractors through commercial third-party-logistics companies or DLA warehouses to the recruiting center. Learn how the system increases visibility and inventory accuracy.

SPEAKER: **Angela Richwine**, Business Process Analyst, Clothing & Textiles Supply Chain, **U.S. Defense Logistics Agency (DLA) Troop Support**

SECURING TRAVEL DOCUMENTS WITH RFID

The Western Hemisphere Travel Initiative (WHTI) is a joint U.S. Department of State and U.S. Department of Homeland Security (DHS) plan to implement the statutory mandates of the Intelligence Reform and Terrorism Prevention Act of 2004 (IRTPA). This presentation will cover the technical implementation of the WHTI, and explain why the open ISO 18000-6C RFID standard was selected as the technology choice for WHTI travel documents.

SPEAKER: **Paul Hunter**, Deputy Director of Land Border Integration, Office of Information Technology, Customs and Border Protection, **U.S. Department of Homeland Security**

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www.rfidjournalevents.com/live   AGENDA SUBJECT TO CHANGE. VISIT WWW.RFIDJOURNALEVENTS.COM/LIVE FOR THE MOST UP-TO-DATE AGENDA.   **7**

HEALTH CARE/PHARMACEUTICAL

Pharmaceutical and health-care companies are achieving real benefits from employing RFID. This track will focus on how RFID is impacting the bottom line of health-care providers through better asset utilization and other applications, while also improving efficiencies in the pharmaceutical industry.

DISNEY CANCER CENTER USES RFID TO ENHANCE PATIENT EXPERIENCE

Providence Saint Joseph Medical Center's Disney Family Cancer Center is employing an RFID solution to reduce patient anxiety and improve workflow. Hear how the hospital uses RFID readers to relay information to activate custom hospital-room settings—music, lighting and temperature—as well as location data that can be sent to the staff's phone, enabling clinicians to locate patients quickly. Information is also provided to the facility's security and environmental-control systems, thus maximizing the hospital's operational efficiencies.

SPEAKER: **Ray Lowe**, Director of Ministry Support/IS Operations, **Providence Saint Joseph Medical Center**

TEXOMA MEDICAL CENTER REDUCES COSTS BY MANAGING ASSETS WITH RFID

Texoma Medical Center, an acute-care hospital located in Denison, Texas, is utilizing an enterprise-wide real-time locating system (RTLS) to track and manage mobile medical equipment and monitor temperature-sensitive assets. Learn how the hospital is lowering costs in the areas of capital budget reallocation and monthly rental savings, while reducing the incidence of lost or missing assets. And hear how the medical center is using temperature-monitoring tags to manage the temperatures of nourishment and medication refrigerators.

SPEAKER: **Gregg Stepp**, CMRP, Director of Supply Chain Operations, **Texoma Medical Center**

RFID INCREASES PROFITS FOR PHARMACEUTICAL DISTRIBUTOR

Argentine pharmaceutical distribution company Axxa Pharma reports that it has seen a 40 percent rise in profit margins since it began employing RFID at its Buenos Aires warehouse. The firm is tracking the buying and selling prices of its medicines, as well as expiration dates, thereby ensuring that the drugs are properly billed, and that expired products are not shipped to customers. Learn how the technology has enabled Axxa to track each container of medicine from the time it arrives at the warehouse until the drug is sold and shipped to a customer.

SPEAKER: **Federico van Gelderen**, Executive Director, **Axxa Pharma**
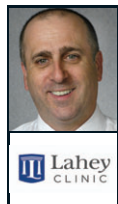
NURSING FACILITY ADOPTS RFID FOR MEMORY-IMPAIRED RESIDENTS

TLC Care Center, a rehabilitation therapy and long-term nursing facility, is providing RFID-enabled bracelets to residents of its new memory wing, which houses patients with advanced forms of dementia. The wristbands are outfitted with active RFID tags that trigger alerts and lock doors if a resident approaches an exit to ensure residents do not exit the wing. Hear how the system was set up to protect dementia patients, and how it is performing in the real world.

SPEAKER: **Al Arzola**, Facility Manager, **TLC Care Center**

LAHEY CLINIC EXPANDS USE OF RFID ACROSS ITS ENTIRE FACILITY

The Lahey Clinic Medical Center, a 295-bed hospital in Burlington, Mass., with a 24-hour emergency department and trauma center, has more than 1,500 pieces of moveable medical equipment. In this session, hear how Lahey pioneered the use of RFID for asset tracking in a hospital, and how it has since moved on to additional applications of the technology, improving efficiencies and patient outcomes.

SPEAKER: **Ed Bortone**, CHPA, Director of Materials Services and Security, **Lahey Clinic Medical Center**

MANUFACTURING/OPERATIONS

Manufacturing companies are employing RFID to achieve major benefits—in their supply chains and in factories—by tracking tools, reusable containers, work-in-process, finished inventory and more. This track will focus on how leading manufacturing firms are utilizing RFID to achieve benefits today.

HOW JOHN DEERE USES RFID TO IMPROVE ITS BOTTOM LINE

John Deere & Co. is deploying RFID and related technologies to enable some of its core order-fulfillment processes and support its dealer network. The firm uses RFID and other tracking technologies to improve both its bottom-line profitability and its top-line revenue. In this session, the company will discuss some of the elements of its strategy, as well as several key projects in manufacturing, logistics and its dealer channel.

SPEAKER: **Mark Moran**, Manager of Tracking Systems—Advanced Technology and Engineering, **John Deere**
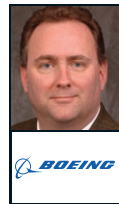
APPLYING RFID TO NUCLEAR MATERIALS TRANSPORTATION, STORAGE AND MANAGEMENT

The U.S. Department of Energy is using RFID to manage nuclear materials that have accumulated over more than 60 years. Hear how the system is improving safety, security, accountability, worker and public health, and environmental protection during storage, transportation and disposal, and learn how RFID will support the DOE in modernizing its management of the lifecycle of nuclear materials.

SPEAKERS: **Dr. Yung Y. Liu**, Manager, DOE/PCP Radio Frequency Identification (RFID) Technology Program, **Argonne National Laboratory**; **Dr. James M. Shuler**, Manager, Packaging Certification Program (PCP), **U.S. Department of Energy (DOE)**

USING RFID TO MANAGE REPAIR, MAINTENANCE AND INSPECTION PROCESSES

Boeing is testing an RFID solution known as the Automated Identification Technology (AIT) Retrofit Package, designed for managing aircraft parts through repair, maintenance and inspection processes. Developed in partnership with Fujitsu, the system includes all hardware, middleware, software and integration required by airlines or other customers to track aircraft components. Learn how Boeing isolated five priorities among the 33 identified uses for RFID in the airline industry, and how airlines will benefit from the system.

SPEAKER: **William P. Coop**, Program Manager, **Boeing Commercial Aviation Services**

TRACKING TOOL DATA AND USAGE, AND REDUCING HUMAN ERROR WITH RFID

Machine-tool operators often need to manually input data regarding each tool, which can result in human error. FANUC FA America, a manufacturer of computer numerical controllers (CNC) for machining centers, has teamed up with a maker of sensor, networking and RFID products to offer an automated way to track tool information and usage, thereby eliminating the chance of human errors, which can create higher operating costs for manufacturers.

SPEAKER: **Jerry Scherer**, Design Engineer, **FANUC FA America**

IMPROVING INVENTORY CONTROL IN THE PACKAGING INDUSTRY

Sonoco, a global manufacturer of consumer and industrial packaging and a provider of packaging services, is integrating UHF tags inside the cores used for European décor paper. The system has been successfully used since 2008 in the firm's core plant in Lauda, Germany. Hear how the company is utilizing RFID to automatically track each roll of paper throughout its lifecycle. Learn how the system has improved inventory accuracy, and how some of its customers are reporting 10 percent savings on annual paper purchasing.

SPEAKER: **Jeff Stacy**, Segment Manager, NA Industrial Carriers/NA Converted Products, **Sonoco**

RETAIL/APPAREL

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Retail and apparel companies have been among the early adopters of RFID technologies, both internally and within their shared supply chains. Many businesses are already seeing benefits, and are prepared to share their insights.

USING RFID TO IMPROVE ORDER MANAGEMENT AND INVENTORY ACCURACY

Liverpool, a Mexican department store chain, is receiving tagged shipments from more than 2,300 suppliers who send their products in tagged plastic totes to the company's main distribution center, where passive (UHF) tags are read. The data is used to confirm receipt and ready goods for distribution to retail stores. In this session, hear how 200 suppliers that ship goods in single-use cardboard cartons are also tagging their shipments, thus enabling the firm to leverage its RFID infrastructure for all incoming products at the DC.

SPEAKER: Luis Vicente Ortega, Dynamic Response Manager, **Liverpool**

IMPROVING INVENTORY ACCURACY AND REDUCING LABOR COSTS WITH RFID

Florida shoe retailer Peltz Shoes has saved approximately 1,500 man-hours in the past year by applying a passive UHF RFID tag to every box containing a pair of shoes at each of its four stores, and by employing an RFID-enabled cart to manage its inventory. The system, which delivered an ROI in less than a year, provides an up-to-date list of available merchandise to online customers, allowing the family-owned business to increase sales. Hear how the system was designed, and what additional functionality is being considered.

SPEAKER: Gary Peltz, VP and CEO, **Peltz Shoes**

HOW GERRY WEBER IS USING RFID TO REDUCE THEFT AND BOOST EFFICIENCIES

Gerry Weber International, a German manufacturer of women's fashions, is applying EPC Gen 2 RFID tags to the 25 million garments it produces annually. The company also plans to roll out RFID technology at 150 of its company-owned retail stores in Germany and abroad. The application is designed to improve the efficiency of its incoming goods and inventory processes, and to function as an electronic article surveillance (EAS) system.

SPEAKER: Christian von Grone, CIO, **GERRY WEBER INTERNATIONAL AG**

HOW RETAILERS AND SUPPLIERS CAN CREATE COEXISTING RFID PROGRAMS

The University of Arkansas' RFID Research Center has conducted extensive work to confirm that RFID tags on individual retail items can significantly improve inventory accuracy. A vast body of research supports the need for data standards compliance. This session will focus on how suppliers to multiple retail partners can make sure they do not have conflicting tagging requirements. Learn how to manage use cases and avoid conflicting tagging programs.

SPEAKER: Justin Patton, Managing Director, RFID Research Center, **University of Arkansas**

ADDING VALUE THROUGH RFID

German apparel retailer s.Oliver Bernd Freier GmbH & Co. KG explored RFID's effects in the retail environment by performing a proof-of-concept project in selected stores. The initiative's main focus was to determine the technology's benefits within a store environment. In this presentation, learn how the system was implemented, and hear the important lessons learned. The presenter will discuss the project's results, and show a video detailing the implementation.

SPEAKER: Dr. Martin Gliesche, Senior Consultant, **TAILORIT GmbH**

HOW TO DEPLOY RFID

This track is designed to help businesspeople and technical staff members charged with deploying systems to understand a range of issues, including how to overcome the limitations of physics, and how to integrate RFID with back-end systems.

LINKING RFID AND SOCIAL MEDIA: ENHANCING THE CUSTOMER EXPERIENCE

Visitors to Vail Resorts can now use their RFID-enabled lift tickets to connect with each other via social-media tools, as well as track their ski or snowboard metrics via the Internet. As a visitor approaches any of the 89 ski lifts at the resort's five locations, EPC Gen 2 RFID readers capture the tag ID, which is associated with the pass number stored in the visitor's profile. Each skier's daily and season totals of vertical feet are updated automatically. Learn how skiers can share their statistics via their Facebook or Twitter accounts.

SPEAKER: Robert Urwiler, CIO, **Vail Resorts**

HOW TO CHOOSE THE RIGHT RTLS FOR YOUR NEEDS

There are a wide variety of real-time location systems (RTLS) on the market. Many use RFID, but their performance differs in terms of whether they employ active or passive RFID, Wi-FI tags, ZigBee or ultra-wideband (UWB), and on whether they combine RFID with other technologies, such as ultrasound or infrared. This session will explain the different systems and the applications for which they are most suitable, and provide a step-by-step framework for choosing the right system for your organization's needs.

SPEAKER: Paul Prince, Executive Editor, *RFID Journal*

HOW TO KEEP RFID DATA SECURE

How can you secure your RFID implementation? To answer that question, you must determine the level of security appropriate to your business application, as well as the security options available, which vary based on the type of RFID technology selected. Environmental conditions could also affect an RFID system's security. In this session, members of the RFID Security Alliance will discuss the latest RFID security options, how to evaluate which is right for your application and proven steps to insure your system's long-term success.

SPEAKER: Michael McCartney, Chairperson and **Louis Parks**, Member, **RFID Security Alliance**

CHOOSING THE RIGHT RFID TOOL-TRACKING SYSTEMS TO SAVE TIME AND MONEY

In many industries—including automotive, aerospace, construction, defense, farming, oil and gas exploration and production, and transportation—a fully automated RFID tool-tracking system can eliminate human errors, freeing up workers to perform their primary jobs without worrying about the tools needed to do so. In this session, learn how to choose which technology will work best in your particular operating environment.

SPEAKER: Maurizio Turri, Lab Manager, RFID Research Center, **University of Arkansas**

HOW TO TAG APPAREL ITEMS

There are a variety of options for tagging apparel items. This session will explain how to choose the right location to place a tag—at the point of manufacture, before goods are shipped, at a distribution center or in the back of a store. There are also a number of options for creating, encoding and applying an RFID tag. Learn when it's best to tag at the source, print and apply, or employ a service bureau. The speaker will also cover issues to consider regarding tag selection and placement, as well as options for encoding tags with serialized data.

SPEAKER: Andrea Linne, Features Editor, *RFID Journal*

LEARN HOW TO PROFIT FROM PUTTING RFID TO WORK TODAY

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SUPPLY CHAIN/LOGISTICS

Leading-edge firms are improving their supply chains and logistics operations, including warehouse management, by taking advantage of the greater visibility that RFID data provides. This track features successful end user case studies.

RFID DELIVERS ROI WITHIN MONTHS FOR FOOD PRODUCER

Mission Foods, a division of GRUMA S.A., one of the world's largest producers of corn flour and tortilla products, was losing thousands of trays annually, at a cost of approximately $3.5 million. The company deployed an RFID-based tracking system that enables it to keep tabs on which independent distributors remove trays from its warehouse at any given time, as well as which return them, thereby providing greater accountability for missing trays. Hear how the firm realized a return on its investment within a few months of the implementation.

SPEAKER: Eduardo J. Valdes, VP of Mission Foods, GRUMA S.A.

USING RFID TO TRACK THE LOCATIONS OF REUSABLE KEGS

Each month, Free Flow Wines sells 200 to 300 kegs of Silvertap wine, which is shipped via distributors to restaurants and bars throughout the United States. The company is using RFID to track the kegs as they leave its cellars, as well as empty containers as they arrive and are cleaned and then refilled. Hear how the automated tracking solution reduced the number of lost kegs, how the system ensures that kegs are properly cleaned and reused in a timely manner, and how all casks could quickly be located in the event of a recall.

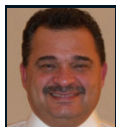SPEAKER: Jordan Kivelstadt, Founder, Director of Production, Free Flow Wines

DEPLOYING RFID IN THE FASHION SUPPLY CHAIN

The RFID Fashion Pilot—the first Italian supply chain pilot aimed at assessing RFID's impact in the fashion industry—was launched in June 2009 by the University of Parma's RFID Lab. Participants included Branded Apparel, Dolce & Gabbana, DHL, TNT, Imax, Miroglio and Trussardi. Approximately 30,000 garments were tagged at a distribution center and tracked to a store, enabling real-time visibility of logistics flows. Learn the results of this groundbreaking pilot, and how RFID benefits logistics and store processes.

SPEAKER: Antonio Rizzi, Full Professor—Industrial Logistics and Supply Chain Management, University of Parma

SAVING TIME AND IMPROVING EFFICIENCIES BY LOCATING TOOLS WITH RFID

Medtronic's Electronic System Design (ESD) division is using an RFID system developed in-house to locate more than 2,600 electronic tools in use at its three laboratories. The system, which uses passive UHF tags, enables workers to quickly locate oscilloscopes, meters and other devices, and document which items left the labs and who took them. Hear how the system has saved workers thousands of hours previously spent searching for the missing equipment.

SPEAKER: Carl Closmore, Lab Supervisor, Medtronic

RFID DELIVERS VISIBILITY AND IMPROVED ROI FOR CPG MANUFACTURERS

Norsk Lastbærer Pool (NLP)—an organization established by Norwegian consumer products goods (CPG) manufacturers and retailers to manage a nationwide pool of pallets —is transitioning to plastic pallets and totes with embedded UHF RFID tags. This allows companies to track when the tagged pallets are packed, shipped, received at distribution centers and shipped again to retailers. NLP is also utilizing RFID within its own operations. Learn how the RFID pallet program is delivering real supply chain benefits to CPG companies.

SPEAKER: Geir Velve, Chief Technology Officer, Hrafn

VISIBILITY AND TRACEABILITY

RFID provides an unprecedented level of product visibility and traceability at a reasonable cost. This track will focus on how companies achieve visibility and traceability, as well as the benefits such visibility provides.

HOW NASCAR USES RFID TO AUTHENTICATE AUTO PARTS

The National Association for Stock Car Auto Racing (NASCAR) needed to make sure that cars used newer, safer components as designed, and that all race teams remained in compliance with rules set forth by the sanctioning body. Hear how NASCAR utilizes RFID as an information repository to record certain activities associated with a tagged part. Hear how NASCAR employs the technology to certify parts, and to follow that certification with a quick, effective method of verification at key points at race events, such as in the pit and post-race.

SPEAKER: Jerry Kaproth, Safety Coordinator, NASCAR

USING EPCIS DATA SHARING FOR FULL SUPPLY CHAIN VISIBILITY

EPC Information Services (EPCIS) is a set of networking and data-sharing standards that offer companies the ability to share information not just about serial numbers read from RFID tags, but also the context of those reads. In this session, learn how EPCIS data can be utilized to help realize benefits from RFID in the supply chain for a wide range of industries. Hear how EPCIS goes beyond just identifying and tracking assets, and turns that visibility into action.

SPEAKER: Ken Traub, Ph.D., Consultant, Standards Strategy, GS1 EPCglobal US

USING RFID TO IMPROVE VISIBILITY AND TRACKING IN LABS

Diagnostic laboratories perform millions of blood, urine and body-tissue tests each month, and that volume is growing steadily as the world population ages. In addition, the U.S. government's "paperless medical process" initiatives are forcing diagnostic labs to seek technology-driven solutions to improve supply chain operations. In this session, hear how high-volume diagnostic labs, hospitals and physicians are using an RFID-enabled, item-level specimen-tracking solution.

SPEAKER: Peter Allison, CEO, Ambient ID

BARCODE-RFID CONVERGENCE: ENABLING GREATER VISIBILITY THROUGH STANDARDS

Barcoding is the dominant track-and-trace technology throughout the world. RFID adds more value by automating data capture. While these two technologies are often viewed as competitive, they are actually complimentary. In this session, learn how organizations that employ GS1's system of standards not only have the foundation for enhanced visibility solutions, but can also implement them in a more cost-effective and timely manner, while realizing the benefits of building those solutions on a common architecture.

SPEAKERS: Sue Hutchinson, Director, Portfolio Strategy, GS1 US; Andrew Nathanson, Director of Research Operations, VDC Research Group; Tom Wimmer, Practice Director, VDC Research Group

PREPARING FOR SERIALIZATION WITHIN THE U.S. PHARMACEUTICAL SUPPLY CHAIN

GS1 Healthcare US is driving the adoption and implementation of GS1 standards to improve patient safety and supply chain efficiency. Members from across the pharmaceutical supply chain are building an industry reference model to enable efficient product serialization and visibility. The program provides a unique opportunity to gain insights into the benefits of supply chain visibility, and to prepare for serialization requirements. Get an update on the work that is being done today to ensure that pharmaceutical companies can all benefit from serialization, while ensuring the safety of the drug supply chain.

SPEAKER: Bob Celeste, Director of Healthcare, GS1 US

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