RFID:

OPPORTUNITIES AND CHALLENGES OF RADIO FREQUENCY IDENTIFICATION

WEDNESDAY 22 SEPTEMBER 2004 (14-21H)

HOTEL SOFITEL BRUSSELS AIRPORT (BESSENVELDSTRAAT 15, DIEGEM)

GOALS OF THIS SEMINAR:

RFID (Radio Frequency Identification) allows for objects to be equipped with "RFID tags" to inexpensively transmit information about their location, configuration, and history to an automated reader. This can *dramatically improve various business processes* from tracking and tracing and warehouse inventory control to security.

At this *second seminar about RFID in Belgium*, we have brought together *expert speakers* with a lot of experience in identification technologies in *this unique networking event*. While you learn all about RFID, you will meet many other companies who also plan to save money by deploying RFID technologies.

DETAILED PROGRAMME:

13.30-14h: *Registration, Coffee/Tea*

14.00h: *Introduction & Keynote*
   Jack Gijrath (Philips)

• Overview and short history of identification and tracking technologies
• How does RFID relate to other technologies ?
• The "F" in RFID: all about frequencies
• What is your opportunity today: supply chain and asset management, security...
• Strategic choices to be made

14.45h: *Leveraging RFID*
   Edwin Birnbaum (CEO, Clarity Advisers)

• Internal business case
• External business case
• What is unique about RFID

Technology (part I) - *Edwin Birnbaum*

• Type of tags:
   • Classes: active-passive; read-write versus read only
   • Frequency choice
• Considerations for tag attachments

• Type of RFID Readers:
   • Fork lift truck based
   • dock doors
   • portals
   • conveyor belt
   • handheld, ...
• Antenna's

Technology (part II) - *Edwin Birnbaum*

• Standards: ISO versus EPCGlobal
• Tag Protocol
• Data content
• Radio regulations by region
• Health and safety
• Regulatory mandates (Pharmaceuticals, Shipping,..)
• Privacy issues

Software - *Edwin Birnbaum*

• Global Data Synchronisation
• Generic Architecture
• EPCGlobal architecture: Savant, ONS, PML
• Integration with applications

Key lessons learned from previous implementations - *Edwin Birnbaum*

• Issues with: suppliers, tags, readers, software, integration, processes, ...

18.00h-19.15h: *Dinner*

Industry overview - *Edwin Birnbaum*

• User mandates and expected timing
• Supplier overview: chips, tags, readers, software, integration, and consultants

Next Steps - *Edwin Birnbaum*

• Stages of a successful deployment
• When to start, and how to start
• When to deploy
• When is the right time to invest

Case Study: DHL/Danzas
Trevor Peirce, Global RFID Programme Manager

CASE STUDY: DHL

Roundup of this seminar, Conclusions & Summary, Final Questions and Answers

21.00h: *End of this Seminar*

OUR SPEAKERS:

Jack Gijrath is Business Development Manager "Identification" Europe at *Philips NV*. IC's for Smartcards and RFID-tags have been his domain since 1998.

Edwin Birnbaum worked at P & G, Maxi GB and many other companies before he became a VP at CHEP, where he got involved in the world's first RFID projects. Edwin now runs his own independent consultancy *Clarity Advisers*, offering strategic advice in supply chain and RFID projects.

SEMINAR PRICE:

The price of this seminar is *480 EUR (+ 21 % VAT)*, incl. participation in the seminar, dinner, coffee/tea, and a lot of background information on RFID technology, application examples, planning, development and deployment.

DISCOUNTS:

For *simultaneous registrations (one invoice)*, the 2nd participant of the same company receives *10 %*, the 3rd *20 %* and all further participants *30 % discount*. A 20 % discount is given to participants from schools and universities.

CANCELLATION POLICY:

Cancellation is possible up to 2 weeks before the seminar, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, *regardless of the reason of cancellation*. *Replacement* is possible at no extra charge.

WHO SHOULD ATTEND ?

This seminar is particularly useful for:

• Technical Business and IT managers who need to understand the concepts behind RFID
• Logistics and supply chain managers looking for technology solutions that will save costs
• Project managers and strategic planners of RFID and other automatic identification projects

---

REGISTRATION FORM

Your data will be recorded in the database of I.T. Works bvba, so that we can keep you informed about our activities. In accordance with the law of 8/12/1992 on the protection of privacy, you can inspect and, if necessary, correct this data.

❏ Mr. / ❏ Mrs.

Name: _____   First Name: _____
Job Title: _____
Company: _____
Company Address: _____
_____
Phone: _____   Fax: _____
VAT/BTW/TVA nr.: _____
E-Mail: _____

Agrees with the seminar conditions, and registers for:

RFID: Opportunities and Challenges (22 Sept. 2004)

Please send the invoice for 480 EUR (+ 21% VAT) to my company address.

Extra info for invoice (like order nr.):_____

Date _____   Signature _____