

RFID:

OPPORTUNITIES AND CHALLENGES OF RADIO FREQUENCY IDENTIFICATION

WEDNESDAY 9 MARCH 2005 (14-21H)

HOTEL SOFITEL BRUSSELS AIRPORT (BESSEVELDSTRAAT 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.

This **fourth I.T. Works seminar about RFID** gives an overview of the technical aspects of RFID, its possibilities, the industry standards, the necessary software, and help you build a business case for RFID. Plus, 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 to RFID**

- Overview and short history of identification and tracking technologies
- How does RFID relate to other technologies ?
- Strategic choices to be made

14.10h: **Leveraging RFID**

- Internal business case
- External business case
- What is unique about RFID ?

15.00h: **Hardware Technology**

- Types 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

15.45h: **Coffee/Tea Break**

16.15h: **Standards and Regulations**

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

16.45h: **Software Solutions**

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

17.15h: **Application Integration**

- What does this mean in the context of RFID ?
- Typical problems encountered
- The business case for application integration: what do you use the data for ?

17.30h: **Real-life Case Study**

An end-user explains what his/her company is doing with RFID today.

18.15h: **Dinner**

19.15h: **Key lessons learned from previous implementations**

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

19.45h: **Industry overview**

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

20.15h: **Next Steps**

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

20.45h: **Conclusions & Summary, Final Questions and Answers**

21.00h: **End of this Seminar**

OUR SPEAKER:

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. More about this at www.clarityadvisers.com.



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

Fax to: (09) 241.56.56 or backup fax (09) 220.34.57 - Questions ? Call (09) 241.56.13 or e-mail seminars@itworks.be

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 (9 March 2005)

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

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

Date _____ Signature _____

Please complete and return this form by mail or fax to: I.T. Works, Innovation Center, Technologiepark 3, 9052 Gent, fax: (09) 241.56.56 or (09) 220.34.57. After receipt of the registration form, you will automatically receive a confirmation, invoice and a detailed access plan. For simultaneous registration (same invoice), the 2nd participant of a company receives 10% discount, the 3rd 20% discount, and all further participants get 30% discount!