



EPC CONNECTION

Fourth Annual EPCglobal North America Conference & Exhibition



IN PARTNERSHIP WITH



October 2-4, 2007

Donald E. Stephens Convention Center

Chicago, IL

REALIZE THE BENEFITS OF EPC

Learn How Your Company Can Use EPC to:

- ▶ Improve promotions execution
- ▶ Reduce out-of-stocks
- ▶ Track high-value assets
- ▶ Reduce counterfeiting
- ▶ Create e-pedigrees
- ▶ Boost supply-chain efficiencies
- ▶ Reduce chargebacks
- ▶ Improve warehouse operations
- ▶ Track work-in-process
- ▶ Improve shipping accuracy

Gain New Real-World Insights from These and Other Industry Leaders:

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SAVE UP TO \$200

Plus, Save an Extra 10%—Use Discount Code: EPCABR

The One Event For Companies Leveraging EPC Technologies

Dear Colleague,

EPCglobal North America™, the world's leading Electronic Product Code/Radio Frequency Identification (EPC/RFID) standards body, has partnered with RFID Journal, the leading RFID media company, to produce its Fourth Annual Fall Conference & Exhibition focused on EPC/RFID technology.

There is a great deal of hype and misinformation about RFID and EPC/RFID. But a lot of progress has been made on EPC standards over the past year, and end users have gone live with real applications that are, in many cases, delivering real value to the business today.

EPC Connection is where you will hear new case studies—in many instances from end users **presenting for the first time**—that reveal the benefits of using EPC technologies in manufacturing, supply-chain and logistics operations, as well as insights into how EPC systems will be integrated with existing information technology infrastructures. You'll also see the latest technology innovations and network with your peers in a highly interactive and collaborative setting.

EPC CONNECTION IS THE ONLY EVENT WHERE YOU WILL LEARN:

- ▶ How Handleman integrated tagging with its production line to improve distribution of DVDs, CDs and computer games
- ▶ How Schiff Nutrition met retail mandates on time and under budget
- ▶ How Cephalon is using EPC to track shipments of a cancer drug
- ▶ How Jungheinrich's RFID-enabled forklift can improve warehouse operations
- ▶ How Shaw Industries is using EPC to drive down hidden logistics costs

PLUS:

- ▶ Research regarding ways to achieve high read rates on products with high water content
- ▶ Insights into how to use the EPCIS standards to create business value
- ▶ How to use discovery services for track and trace

And that's just the beginning. The preliminary agenda in this brochure will give you a preview of the exciting program for this event.

As an added benefit, register before August 24 and save \$200 off the regular registration price. Plus, receive an extra 10% off, just by using discount code EPCABR.

We look forward to greeting you in Chicago, October 2-4.

Sincerely,



Mark Roberti
Founder and Editor
RFID Journal



Mike Meranda
President
EPCglobal North America

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ABOUT EPCglobal North America

EPCglobal North America serves Subscribers in the United States and Canada to help foster the adoption of the EPCglobal Network® and related technology. The EPCglobal Network combines Radio Frequency Identification (RFID) technology, existing communications network infrastructure, and the Electronic Product Code™ (a number for uniquely identifying an item) to enable accurate, cost-efficient visibility of information in the supply chain. The end result helps organizations be more efficient, flexible and responsive to customer needs.
www.EPCglobalNA.org



ABOUT RFID Journal

RFID Journal is the only independent media company devoted solely to radio frequency identification and its many business applications. RFID Journal's mission is to help companies use RFID technology to improve the way they do business with timely news, strategic analysis, networking opportunities at events around the world, and in-depth education.
www.rfidjournal.com



KEYNOTE SPEAKERS:



Khaled
Haram
CIO



**Handleman
Company**

Handleman has integrated RFID into the production line at one of its facilities, and has been testing the technology's ability to take cost out of the entertainment industry supply chain and improve on-shelf availability, a crucial concern in an industry where demand for movies, music and computer games can be volatile.



Monica
Laufenberg
CIO



MAERSK LOGISTICS

In a recent pilot, EPC/RFID tags were applied to cartons at a warehouse in Hong Kong and shipped in containers equipped with RFID to a warehouse in Japan. Maersk Logistics will discuss how the pilot was conducted, the interoperability among multiple players in the supply chain and the results achieved.



Kevin
Turner
COO

Microsoft®

Roles as COO of Microsoft and formerly as CIO of Wal-Mart Stores, have provided a unique perspective on the business impact of RFID and how it can transform organizations. Hear why the right time for RFID is now and how to unleash its potential with new solutions that leverage physical data to drive real time competitive advantage.

Pre-conference Seminars & CompTIA RFID+ Training and Certification

EPC Connection 2007 features three pre-conference seminars providing in-depth information on specific aspects of EPC technology. With a Full Conference Pass or the Pre-conference + Exhibit Only Pass, attendees can choose to participate in any one of these seminars on Tuesday, October 2, prior to the opening of the main conference program.

1 EPC Essentials

EPC Essentials provides the nuts and bolts of EPC and RFID. This seminar will provide the necessary foundation to understand EPC and RFID, as well as current details on the progress of the technology. Additionally, EPCglobal North America will provide an update on global standards activities regarding these technologies. EPC Essentials is highly recommended for both technical and non-technical staff.

2 RFID in Packaging

RFID will have a major impact on the packaging industry as suppliers evolve from tagging shipments to placing tags on primary and secondary packaging. This seminar examines the manufacturing challenges that must be overcome, the opportunities packaging manufacturers can seize by adding value to their products and the business case for packaging suppliers.

3 RFID Academic Convocation

The RFID Academic Convocation is a co-located event that addresses research issues surrounding the implementation of RFID. Hosted by the Auto-ID Labs at MIT, this event is led by a conference committee consisting of RFID research directors responsible for the academic integrity of the proceedings, separate from EPC Connection 2007. This is a unique opportunity to learn about research work around the world.

CompTIA RFID+ Training & Certification

This accelerated learning experience provides one day of intensive, instructor-led training using state-of-the-art RFID equipment (October 2), and includes the RFID+ Certification Exam on October 3 or October 4. Attendees unable to take the exam during the conference and exhibition will receive a voucher allowing them to take the exam at a later date.

Four Conference Tracks Help You Put EPC and RFID to Work

DISTRIBUTION/LOGISTICS



EPC Creates New Level of Visibility in Transportation

EPC technology is being used to track goods flowing from the port of Shanghai to mainland United States in a major logistics pilot. This session explains how the pilot is proving that different stakeholders in a variety of industries can benefit from the visibility EPC standards and technologies provide across the global supply chain.

SPEAKER: TONY HOLLIS, Director, Innovation & Technology Management, Excel

TAKEAWAYS:

- An understanding of how data can be shared among shippers, carriers and other stakeholders
- Insights into the technical requirements needed to achieve near-real-time visibility



Using EPC to Drive Down Hidden Logistics Costs

Shaw Industries, a carpet and rug supplier, has developed a closed-loop system to track the movement of its products between its regional and central distribution centers by tagging its products and the associated paperwork for truck drivers transporting the rugs. Learn how the company increased distribution efficiency with this EPC system.

SPEAKER: JIM NIELSEN, Manager, IS Infrastructure Planning, Shaw Industries

TAKEAWAYS:

- How to use EPC to improve distribution processes
- Benefits of using EPC technology in closed-loop applications



How to Use RFID to Automate Lift-Truck Operations

Jungheinrich, a German manufacturer of industrial trucks and warehousing materials-flow technology, has incorporated RFID into one of its lift trucks to maximize the vehicles' productivity by enabling them to move goods more quickly. Hear about the internal and external benefits the company found after implementing the technology into its own U.S. lift-truck operations.

SPEAKER: GREG MASON, General Manager, Jungheinrich Lift Truck Corp.

TAKEAWAYS:

- Benefits of using RFID-enabled forklift trucks in distribution and logistics
- Opportunities to streamline warehouse operations with RFID



Improving Operations with RFID Tagging

MegatruX, an end-to-end shipping company, began seeing enhanced internal shipping accuracies as it began to tag and track cases and pallets bound for Wal-Mart facilities. Hear about how they employed the same system for RFID compliance for error prevention and internal tracking, and learn where they found the most benefits and how they expect to see an ROI within 14 months.

SPEAKER: KC PELLE, Executive VP, MegatruX

TAKEAWAYS:

- How to use an RFID compliance system to improve shipping accuracy
- Insights into the benefits of improved supply-chain visibility



Compensating for Less than 100% Read Rates

RFID tags cannot be read every single time under every condition. Tags on products made of water and metal or on cases in the middle of pallets of RF-unfriendly products are often missed when a pallet goes through a portal. Learn how end users are designing systems and business processes to compensate for less than perfect read rates and achieve their business goals.

SPEAKER: MARK ROBERTI, Editor, RFID Journal

TAKEAWAYS:

- Insights into the newest products designed for RF-unfriendly environments
- Understanding how to overcome the challenges of tagging water and metal products

IT/INFRASTRUCTURE



Wilson Sporting Goods' RFID Integration Strategy

Wilson Sporting Goods, a leader in high-quality sports equipment and apparel, is tagging products at the case level to meet mandates and gain retail tracking benefits. In this session, hear how the company developed a strategy for integrating RFID with its back-end to achieve benefits, and how the company plans to move forward with its rollout.

SPEAKER: EDWIN MATTHEWS, Director, Information Technology/Americas, Wilson Sporting Goods

TAKEAWAYS:

- An understanding of the different options for back-end integration
- The internal benefits that can be achieved with the right compliance strategy



The EPCIS Standard and the Value It Delivers

The EPC Information Service (IS), which enables companies to share EPC data securely over networks, is part of the suite of EPC standards for inventory and asset traceability. This session explains the EPCIS standard, exploring why it is critical to getting value from EPC systems. It also addresses basic questions about the value and functionality of EPCIS, and how it can be implemented.

SPEAKER: GAY WHITNEY, Standards Director, EPCglobal

TAKEAWAYS:

- An understanding of the EPCIS standard and the applications it enables
- Insights into the technical requirements needed to implement the standard



How IT and Business Executives Work to Leverage EPC

To achieve value from EPC technologies, business people and technologists must collaborate. At Kimberly-Clark, the two sides work closely to identify possible near- and long-term business benefits, as well as determine technical feasibility, prove the business case, develop a solution, and finally roll it out. Learn how the process works at one of the leading early adopters of EPC.

SPEAKER: PHIL THERRIEN, RFID Implementation Manager, Kimberly-Clark

TAKEAWAYS:

- How executives and technologists can work to achieve the most potential with EPC
- Tips on developing solutions in a collaborative environment



The Transformational Value of EPC Discovery Services

When a company wants to recall a product or trace how and where that product was diverted from its supply chain, it will need to use EPC Discovery Services. This provides the ability to do a Google-like search to locate a product anywhere in the supply chain, and to find information about which interrogators read its EPC, and when. Discover the benefits of EPC Discovery Services.

SPEAKER: KEN TRAUB, Consultant, EPCglobal North America

TAKEAWAYS:

- Technical standards being established for EPC Discovery Services
- How discovery services will transform the ability to do track and trace



How to Prepare For EPC Data Cost-Effectively

Learn how an open-source RFID prototyping platform called Accada, developed by the Auto-ID Lab in Switzerland, cuts deployment costs by enabling companies to experiment with EPCglobal Network protocols and develop new network applications. The platform uses a standard that enables EPC readers to communicate with middleware in a standardized way.

SPEAKER: DR. CHRISTIAN FLOERKEMEIER, Co-Founder, Accada Project, Auto-ID Labs at MIT

TAKEAWAYS:

- Tips on developing new applications with EPC Network protocols
- How best to integrate EPC readers with standardized middleware



SUPPLY CHAIN/INVENTORY MANAGEMENT



The Reality of RFID Adoption in the Pharmaceutical Industry

EPC/RFID has the potential to deliver tremendous benefits in the pharmaceutical industry. But there are obstacles to adoption. In this session, three leading early adopters discuss the specific issues that need to be addressed—and how they are being addressed—to ensure EPC/RFID delivers on its promise.

SPEAKERS: **RON BONE**, Senior VP, Distribution Support, McKesson; **LESLIE HAND**, Director, Global RFID Strategy, Ahold; **SHAY REID**, VP, Integrated Solutions, Amerisource Bergen Corp

TAKEAWAYS:

- The value of using EPC/RFID in shipping operations
- How to overcome issues related to read rates



Benefits of Exchanging RFID Data in the Supply Chain

The big benefits of using RFID come when companies share data with supply-chain partners. This is easier said than done. Three leaders in the aerospace sector discuss the state of data-sharing standards and infrastructure, how they are implementing systems to share data and the benefits this is bringing.

SPEAKERS: **GEORGE BULLE**, Principal Engineer, Western Region., Northrup Grumman; **DENTON CLARK**, AIT Manager, Lockheed Martin; **STEVE GEORGEVITCH**, Supply-Chain Manager, Boeing

TAKEAWAYS:

- An understanding of EPC data-sharing issues
- Ways to share data and achieve greater supply-chain efficiencies



How Schiff Nutrition Met Mandates on Time and Within Budget

Schiff Nutrition International, a \$200 million vitamin and supplement manufacturer, teamed with technology partners to help it comply with EPC mandates. The firm began shipping tagged cases and mixed-case pallets in November 2006. Learn the steps the company took, how it worked with, how much it cost and how it impacted Schiff's operations.

SPEAKER: **ROD FARRIMOND**, Manager, Business Analysis, Schiff Nutrition

TAKEAWAYS:

- How best to implement RFID to meet retail mandates
- Understanding the impact mandates have on internal operations and finances



EPC's Role in Improving Direct Store Deliveries

Direct store deliveries present specific challenges for those looking to improve operations with EPC. Hear how to use EPC to associate the proper EPC code with the right product, create an ASN automatically, confirm the cases on a mixed pallet match the purchase order and improve overall direct store deliveries.

SPEAKER: **ELIZABETH SERTL**, Manager, E-Business Solutions, Anheuser-Busch; **GREG COOPER**, VP Sales Operations, Dean Foods

TAKEAWAYS:

- How UHF EPC tags can be used to track metal parts
- How real-time visibility within a global supply chain delivers real savings



Improving In-Store Promotions Execution with RFID

When Kimberly-Clark decided to track promotional displays of some of its products, it saw a marked improvement in visibility. It knew when its retail partner hadn't put the displays out on time. And because it was able to react, it improved promotion execution by 20 percent, helping to boost sales. Learn what you need to do to grow sales by using EPC for promotions management.

SPEAKER: **PHIL THERRIEN**, RFID Implementation Manager, Kimberly-Clark

TAKEAWAYS:

- How data provided by retailers can be used to track promotions and improve sales
- Insights into the technical requirements for a promotions-tracking solution

MANUFACTURING



Dealing with Liquids and Liquids Packaging

Reading UHF EPC tags on products containing liquids can be a challenge. EPCglobal and the University of Arkansas, along with Coca-Cola and other companies, have been conducting research on overcoming these challenges and achieving high system performance. Our panel reveals the results of that research.

SPEAKERS: **BILL HARDGRAVE**, Director, RFID Research Center, University of Arkansas; **JAHANGIR NAKRA**, RFID Lead, Proctor & Gamble; **DAVID ZUWALA**, Web ADC Architect, Dow Corning

MODERATOR: **MICHELE SOUTHALL**, Director of Community Development, EPCglobal North America

TAKEAWAYS:

- Tips for achieving better read rates on tagged liquid products



Cephalon Tags and Tracks Cancer Drug

Cephalon, a pharmaceutical company, is tagging cases and pallets of Fentora, a cancer treatment drug and a schedule II narcotic. The company wants to deploy the technology to fight counterfeiting and improve its outbound product tracking. Hear what obstacles the company faced, how it overcame them, the benefits it expects to achieve and its plans moving forward.

SPEAKER: **BRIAN BROWN**, Senior Manager, Logistics & Analytics, Cephalon

TAKEAWAYS:

- How to overcome the challenges of tagging drugs at the point of manufacture
- Tips on using RFID for outbound product tracking in the pharmaceutical industry



Rolls-Royce Leverages RFID in the Supply Chain

To support its defense and aerospace customers as they face a challenging and changing environment, Rolls-Royce completed a series of global asset visibility trials to enable it to understand the technical and integration challenges of using active and passive RFID capabilities in meeting customer mandates and maximize business benefits.

SPEAKER: **LEE DOHERTY**, VP, Customer Business (Saudi Arabia), Rolls-Royce

TAKEAWAYS:

- Understanding DOD requirements and mandates
- Insight into Rolls-Royce's learnings from trials and deployments



Using RFID to Identify Damage to Composite Parts

Northrup Grumman has begun to use RFID technology for non-traditional applications. In this session, hear how they are reducing manufacturing costs by identifying damaged composite parts with RFID technology. This enables composite design structures to perform their intended function with the required level of confidence and at a lower weight and cost.

SPEAKER: **GEORGE BULLE**, Principal Engineer, Western Region., Northrup Grumman

TAKEAWAYS:

- How RFID sensors can detect impact damage
- Where the greatest cost savings are, and how they can be achieved in the near term



Tracking Industrial-Size Liquid Containers

Container Technologies is using passive tags to track reusable liquid containers and drums. The manufacturer came up with strategies to achieve high read rates. In this session, hear why the manufacturer decided to implement the technology, where it found the implementation to be a challenge and how it overcame technical difficulties.

SPEAKER: **GARY CLANCY**, Managing Director, Container Technologies

TAKEAWAYS:

- The benefits of tracking reusable assets in the supply chain
- How to overcome the challenges of reading tags on large liquid containers

See the Latest EPC and RFID Technology Solutions



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LUNCH AREA

145	144	245	244	345	344	445	444	545	544
139	140	241	240	340	441	440	540	538	538
133	138	239	238	338	439	438	539	538	538
131	EPC DEMO CENTER		234	335	334	435	EPC DEMO CENTER		534
125	126	227	224	325	CYBER CAFE		426	527	524
123	124	225	222	323	324	424	525	522	522
121	122	223	220	321		422	523	520	520
119	118	219	218	319		418	519	518	518
115	116	217	214	315	314	414	515	514	514
109	108	209	208	309	308	408	508	508	508
107			204	305			506	506	506
105			204	305			504	504	504
101	100	201	200	301	300	400	500	500	500

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To learn more, please contact

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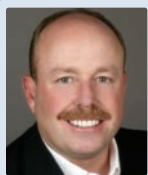
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CIO



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Brian Brown



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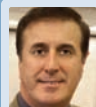
Dr. Christian Floerkemeier



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Phil Therrien



Denton Clark



Bill Hardgrave Ph.D.



Tony Hollis



Edwin Matthews



Paul Moffat



Jim Nielsen



Shay Reid



Elizabeth Sertl



Andy Gliemann



Rod Farrimond



SEE WEBSITE FOR FULL LIST OF SPEAKERS

9 Reasons to Attend EPC Connection 2007

- 1** Find out where industry leaders are going with mandates and future rollout plans (hint: they are not pulling back).
- 2** Find out how your company can use EPC/RFID technologies for internal and external benefits, through detailed and objective case studies presented by end users from various industries.
- 3** Gain critical insight into how EPC standards, including the recently published EPC Information Service, can help your company cut costs, improve supply-chain execution and boost sales.
- 4** Learn how to use RFID to impact business processes positively in these key functional areas:
 - ▶ Supply Chain/Inventory Management
 - ▶ IT/Infrastructure
 - ▶ Manufacturing
 - ▶ Distribution/Logistics
- 5** Gain a broad understanding of where your competitors are on the adoption curve—and where your industry is headed with data-sharing standards that could benefit all supply-chain partners.
- 6** Hear about the latest research being conducted by early adopters and academics to solve such problems as tagging products with high liquid content or packaged in metal containers.
- 7** Get the inside track on the latest EPC innovations from leading technology companies, in the largest EPC exhibition ever.
- 8** Network with early adopters and thought leaders in your industry and across other sectors, and learn from others' successes and failures.
- 9** Educate your entire cross-functional team. Our group discount makes it affordable!

8 Save an Extra 10% with Discount Code **EPCABR**