



# RFID in Energy

Sept. 20, 2011 \* Sheraton North Houston Hotel, Houston, Texas

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## LEARN HOW RFID SYSTEMS ARE BENEFITTING ENERGY, PETROCHEMICAL AND UTILITY COMPANIES

HEAR WHAT WORKS FROM THESE AND OTHER INDUSTRY LEADERS:



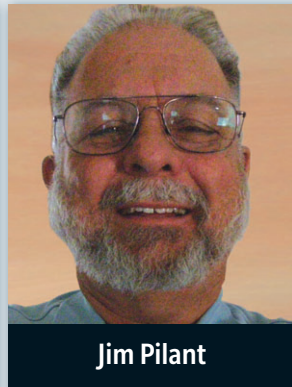
Craig Casto



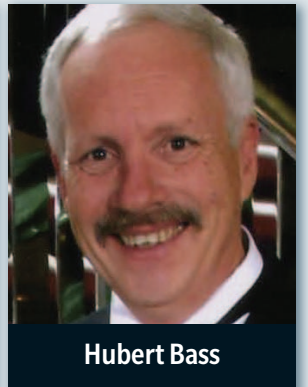
Dr. Yung Y. Liu



Adam Berg



Jim Pilant



Hubert Bass



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## Dear Colleague:

Utilities, chemical companies, and gas and oil firms are all benefitting from using radio frequency identification. At RFID in Energy, *RFID Journal's* first event in this sector, you will hear end users share how they are employing the technology to track natural gas consumption and business assets, utilize RFID to enforce regulatory standards, service and support oil-field assets across supply chains, increase employee monitoring and safety, and so much more.

Featured presenters will include industry leaders from such companies and organizations as Argonne National Laboratory, Dow Chemical, and many others who will share real-world case studies across a variety of application areas, including laydown yards, production facilities, service centers, oil rigs, refineries, pipelines and more. Plus, meet the leading technology companies, and experience their latest solutions.

For the most up-to-date agenda, visit [www.rfidjournalevents.com/energy](http://www.rfidjournalevents.com/energy).

Don't miss this unique opportunity to learn how your organization can benefit from RFID today. Register early to save—be sure to use the code on the cover of this brochure for maximum savings.

Thank you for your consideration. We look forward to seeing you in Texas.

Sincerely,

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



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## CONFERENCE AGENDA | Sept. 20, 2011

AGENDA SUBJECT TO CHANGE

### 8:45 AM Opening Remarks

**Speaker:** *Mark Roberti, Founder and Editor, RFID Journal*

### 9:00 AM RFID Strategies and Best Practices for End Users in the Energy Industry

Despite its potential for driving business value, RFID creates significant demands on an organization. Learn how to minimize risks while increasing the likelihood of a well-executed project. From early-stage analysis through implementation, there are tools and methods that every corporate IT or project manager can use to ensure success.

**Speaker:** *Mark Roberti, Founder and Editor, RFID Journal*

### 9:45 AM Improving Oil-Field Operations With RFID

In this session, FMC Technologies, one of the world's largest oil-field product manufacturers and service companies, will discuss how it employs next-generation RFID technology to service and support oil-field assets across its supply chain, from production to oil rig and back. The company will share the technical aspects of its deployments, discuss best practices in deploying the technology, and provide insight into its business benefits.

**Speaker:** *Adam Berg, Engineering Services Manager, FMC Technologies*

### 10:30 AM Networking Break

### 11:00 AM Web-based System for Monitoring the Location, Security and Status of Hazardous Material Movements

Dow Chemical is using a combination of the latest automatic-identification technologies, sensors and Web-based software to monitor the real-time location, security status and environmental conditions of in-transit shipments of highly hazardous materials. The system employs transponders that combine sensors, a two-way satellite communications modem and GPS positioning. Information transmitted by the device is forwarded to the asset-management platform, enabling the firm to receive regular location alerts and notifications in the event that something goes wrong or violates a defined business rule. This approach allows Dow to monitor thousands of shipments on an exception basis, and to share that information with any necessary agencies. Hear how the solution satisfies multiple requirements, such as location, security and real-time data collection, while enabling Dow to have a common "version of the truth" that can be shared and acted on by numerous parties, including suppliers.

**Speaker:** *Craig Casto, Auto-ID Technology Leader, Dow Chemical*

### 11:45 AM Oil and Gas—Global RFID Deployments in 2011

The Oil & Gas RFID Solution Group will outline the current state of the world's wireless and RFID deployments for 2010 to 2011. The presenters will provide an overview of the latest advancements for the petroleum and petrochemical market space. The group will discuss some of the industry's largest field deployments, including applications of RFID in the upstream, midstream and downstream. Topics will include production facilities, pipelines, refineries, oil-production platforms and rigs, laydown yards, sub-sea assets and more.

**Speakers:** *Sam Falsafi, Co-Founder and Konrad Konarski, Co-Founder, Oil & Gas RFID Solution Group Consortium*

### 12:30 PM Lunch Break

### 2:00 PM RFID in Energy Panel

RFID has been successfully tested and deployed in the energy sector, as many strive to improve supply chain processes, security, the monitoring of personnel

and tracking assets. Hear the benefits being achieved, and how suppliers are meeting the demands of the market.

**Moderator:** *Mark Roberti, Founder and Editor, RFID Journal*

**Panelists:** *Ian Binmore, Director of Drilling Products, Merrick Systems; Chris Gelowitz, CEO, InfoChip; Pete Poorman, RFID Market Analyst & Product Strategist, RFID Global Solution, Inc.*

### 2:45 PM RFID Technology for Nuclear Applications

The U.S. Department of Energy's Argonne National Laboratory has developed an active RFID technology for nuclear applications by government, as well as by civilian nuclear industries and for tracking radioactive sources used in oil and gas explorations. The RFID technology, called ARG-US, is currently being used in field testing and applications at selected DOE sites to manage nuclear materials that have accumulated over 60 years. Hear how Argonne's ARG-US software manages dataflow among tags, readers, secured databases and Web servers for nuclear material containers during transportation and storage, including off-site source recovery for global threat reduction. Learn how the system is improving safety, security, accountability, worker and public health, and environmental protection during storage, transportation and disposal, and how RFID will support the DOE and nuclear industries in modernizing the management of the life-cycle of nuclear materials, and in greatly improving situation awareness during transport and accidents.

**Speaker:** *Dr. Yung Y. Liu, Manager, DOE/PCP Radio Frequency Identification (RFID) Technology Program, Argonne National Laboratory*

### 3:30 PM Networking Break

### 4:00 PM Using RFID to Save Money for Natural Gas Service Providers

Sempra Energy, a \$12 billion Fortune 500 energy services firm that consists of Southern California Gas and San Diego Gas and Electric, is saving money by improving its ability to track gas meters using UHF RFID. Before implementing the RFID system, gas meters installed on an estimated 3,300 Southern California Gas customers had not been officially recorded by technicians, a process required to initiate billing. Hear how the RFID solution ensures that customers are billed, thereby reducing the paperwork and time spent tracking down un-recorded meters. And learn how the technology saves the company more than a million dollars annually, providing an almost immediate return on investment.

**Speaker:** *Jim Pilant, SAP Business Process Designer, Sempra Utilities*

### 4:45 PM A Passive Solution

Edison Chouest Offshore, C Logistics Division, a provider of integrated supply-management solutions for drilling, production and construction projects, is using RFID at its facility in Port Fourchon, La., to improve customer service delivery and processing times, as well as inventory accuracy for vendor staging areas. Learn how RFID is helping to reduce expenses and solve the critical issues of staging, manpower, space, loading, scheduling and logistics for oil drilling and production operations in the Gulf of Mexico.

**Speaker:** *Hubert Bass, Systems Manager, Edison Chouest Offshore, C-Logistics Division*

### 5:30 PM Closing Remarks

**Speaker:** *Mark Roberti, Founder and Editor, RFID Journal*

### 5:35 PM Conference Concludes

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### EXHIBITORS



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