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Contact: Annie Scully
845-368-0608
annie@praxismktg.com

RFID JOURNAL ANNOUNCES SPEAKER LINE-UP AND AGENDA FOR 2005 EXECUTIVE CONFERENCE

Pre-Conference Seminars Drill Deeply Into RFID in the Health Care and Aviation Industries, with Special Focus on EPC Application Development, RFID Basics and Investment Opportunities

NEW YORK, December 8, 2004 — *RFID Journal*, the producer of RFID Journal LIVE!, announced today the unparalleled speaker line-up and agenda for its third annual executive conference April 10 to 12, 2005 at the Sheraton Chicago Hotel & Towers.

“Our presenters and panelists include major companies who are at the forefront of deploying RFID systems, as well as experts on many of the issues surrounding RFID deployments,” explained Mark Roberti, the founder and editor of *RFID Journal*. “We recruit speakers who are objective, informed and of course interesting. The only way to cut through the confusion is to hear from these real RFID experts.”

From item-level tagging to privacy, from RFID at major international retailers to the Department of Defense, and from compliance to EPC standards, RFID Journal LIVE! 2005 will tackle the toughest issues facing many businesses today.

The RFID Journal LIVE! 2005 agenda is organized into five key tracks by subject, with speakers who will deliver in-depth, unbiased information covering RFID in **retail, manufacturing, logistics, core technologies**, and building the **business case**.

More than 80 speakers will participate in the 2005 program including:

- **John Clarke**, CTO, Tesco Stores Limited
- **Ken Douglas**, Technology Director, BP Oil International
- **Mark Engle**, Director, IT, Campbell Soup Company
- **Alan Estevez**, Assistant Deputy Undersecretary for Supply Chain Integration, U.S. Department of Defense
- **Sandy Hughes**, Global Privacy Executive, Procter & Gamble
- **Murdo Munro**, Vice President, Mobile/Wireless, MasterCard International
- **Mike O'Shea**, Director-Corporate AutoID/RFID Strategies & Technology, Kimberly-Clark Corporation
- **Paul Saffo**, Research Director, Institute for the Future

LIVE! '05 will feature close to 50 sessions including:

- **RFID and the Future of Business:** World-renowned futurist Paul Saffo explains how RFID fits into the general trend of computers sensing, managing and responding to real world events.
- **The State of EPC Adoption:** The Electronic Product Code has implications for many industries beyond retail and consumer packaged goods – what are they?
- **DOD Marches Toward Adoption:** Find out where the rollout stands, how it will progress and the impact it will have on suppliers.
- **Compliance vs. Internal Benefits:** Manufacturers are struggling to meet RFID tagging mandates from major retailers and the U.S. Department of Defense. How do they save money internally to offset the cost of compliance?
- **The Importance of Privacy:** What should companies do to protect the privacy rights of their customers.
- **The Human Side of Managing Technological Innovations Like RFID:** A change management expert explains how you can prepare your organization to embrace change.

On Sunday, April 10th, pre-conference workshops will provide attendees with an opportunity to attend a single intensive seminar focused on a particular industry sector or issue including:

- **The EPC Developers Conference:** One of the critical requirements for broad adoption of the EPCglobal Network is the availability of standards-based applications that make use of RFID information to improve business processes. The EPC Developers Conference, sponsored by VeriSign, is a

conference for in-house developers and independent software vendors focused on creating applications that turn the evolutionary technologies of EPC and RFID into practical, real-world solutions for inventory, asset and supply chain management solutions. Learn more at www.epcdevcon.com.

- **RFID Journal University:** Designed for those relatively new to RFID who want to understand the terminology and how RFID systems work before participating in the main conference. Experts in RFID systems will cover the 10 essentials of RFID technologies, including the different frequencies; the many protocols; passive and active systems; and how each type of system can be deployed in different applications.
- **RFID in the Health Care Industry:** The health care and pharmaceutical industries are moving quickly to examine the potential benefits that RFID offers in the supply chain. This pre-conference, sponsored by Unisys, will look at tracking pallets, cases and unique items in the health care and pharmaceutical industry supply chains. Speakers will address the special deployment challenges faced by companies in these industries, including the need to create an electronic pedigree for some drugs and the difficult challenges of tagging medical objects in hospitals.
- **Investing in RFID:** Investors have heard a lot of hype and misinformation about RFID, its costs and challenges to deploying the technology. This pre-conference is designed to give investors a deeper understanding of the burgeoning RFID market. Experts in RFID will examine the short- and medium-term trends in the RFID industry; which areas of the market will be dominated by incumbents; and which areas still present opportunities for startups. Presenters also will examine possible second- and third-round investment opportunities among existing RFID players.
- **RFID and the Aviation Industry:** The two giants in airplane manufacturing, Boeing and Airbus, are working together to promote the adoption of RFID technology in their industry. This will affect all suppliers of commercial airplane parts and could provide benefits for the entire industry. How will suppliers offset the cost of tags? What internal benefits can they achieve? This pre-conference will examine the business case for the use of RFID in the aviation industry by both manufacturers and suppliers.

To learn more about RFID Journal LIVE! 2005, or to register for the conference, go to www.rfidjournallive.com. Delegates registering before January 31, 2005 will save \$200. Group discounts are also available. For sponsorship information, contact Nancy Puglisi, VP of Sales, at nancy@rfidjournal.com. RFID Journal LIVE! 2005 is co-produced by Mosaic Media Partners.

About RFID Journal

RFID Journal is the only independent media company devoted solely to radio frequency identification and its many business applications. Our mission is to be the ultimate resource for businesspeople that need to understand how RFID can help their companies boost supply chain efficiencies, reduce inventories, limit theft, improve product availability and add convenience for consumers. *RFID Journal* serves the needs of businesspeople looking to take advantage of RFID technologies with timely news, strategic analysis, networking opportunities at events and in-depth education.

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