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**RFID JOURNAL LIVE! TO SHOWCASE UNIQUE END-USER CASE STUDIES;
100+ RFID SYSTEMS PROVIDERS AND PRODUCT DEMONSTRATIONS
*Sold-Out Sponsorships at April Executive Conference
Underscore Importance of RFID Technology***

New York, NY, February 25, 2005 – Business professionals will have a unique opportunity to get objective, first-hand information from end users and early adopters of RFID technology at the RFID Journal LIVE! (www.rfidjournallive.com) executive conference, April 10-12, 2005 at the Sheraton Chicago Hotel & Towers. They will hear about the lessons learned by Wal-Mart and Kimberly-Clark; get the inside scoop on Best Buy's RFID roll-out; and learn about the European RFID experience from Tesco, a leading European retailer and among the most active deploying RFID technology.

In its third year, RFID Journal LIVE! features an unparalleled lineup of end-user case studies from those at the forefront of RFID deployment. Speakers will not only discuss how RFID improves operations, but will also provide practical insight on systems costs, integration challenges and other critical business issues. In addition, the event will feature a sold-out exhibition floor with more than 100 RFID solution providers scheduled to showcase their latest products and services.

"There is a lot of hype, misinformation and confusion in the RFID market today, and one good way to get the facts about what's really going on is to hear from end users in the trenches," said Mark Roberti, founder and editor of *RFID Journal*. "We've brought the same editorial focus as our magazine and Web site to RFID Journal LIVE!, so whether you are just starting to learn about RFID or you are beginning to implement, there will be plenty of insights for you."

The leading RFID system providers and technology companies are supporting the event. Major sponsors include Accenture, IBM, Deloitte, Intel, Oracle, Unisys and VeriSign. Platinum sponsors include Acsis, Avery Dennison RFID, Intermec Technologies, Manhattan Associates, OATSystems, ObjectStore, Paxar, Power Paper, Printronix, RedPrairie, SAP America, Sun Microsystems, Symbol Technologies, Texas Instruments and Zebra Technologies. This group of innovative companies will showcase a wide array of products, services and expertise such as integrated solutions, tags, readers, supply chain software, security and wireless applications on the sold-out exhibition floor. For a complete list of sponsors go to <http://www.rfidjournallive.com/sponsors.htm>.

RFID Journal LIVE! formally opens with a keynote address on April 10th at 6:05 p.m. delivered by Tom Ridge, former Secretary of the Department of Homeland Security, who will address the importance of technology in protecting the homeland. Ridge will join attendees at a networking reception following his keynote speech.

Top end-user companies scheduled to speak include Abbott Laboratories, Airbus, AmericasourceBergen, Best Buy, Boeing, BP, Campbell USA, Delta Airlines, Federal Express, H.D. Smith Wholesale Drugs, Kimberly-Clark, Limited Brands, Michelin, National Football League, Procter & Gamble, Tesco, Tyson Foods, U.S. Department of Defense, U.S. Social Security Administration and Wal-Mart.

World renowned futurist Paul Saffo, will explain how RFID fits into the general trend of computers sensing, managing and responding to real world events in his closing keynote speech entitled, "RFID and the Future of Business," on April 12th.

The conference agenda is organized into six key tracks by subject, with speakers who will deliver in-depth, unbiased information covering RFID in **retail, manufacturing, supply chain/logistics, core technologies, payment systems** and building the **business case**.

Preconference seminars will begin on Sunday morning, April 10th, with two general sessions that cover RFID Basics and the Business Benefits of RFID. The breakout sessions that follow will allow attendees to attend a single, in-depth seminar focused on a particular industry sector or issue. Topics covered include:

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. Presenters will explain how RFID can improve operational efficiency, reduce costs, increase security and boost profits for companies.

The EPC Developers Conference – *sponsored by VeriSign*, this workshop is for in-house developers and independent software vendors and focuses 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.

RFID in the Health Care Industry – discusses 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 challenges of tagging medical objects in hospitals.

Investing in RFID – provides investors with a deeper understanding of the burgeoning RFID market, including the short- and medium-term trends in the industry; which areas of the market will be dominated by incumbents; and which areas still present opportunities for startups.

Packaging and Printing – addresses the specific issues that packaging and printing companies need to understand to meet the challenges ahead, including developing new methods of integrating tags directly into products and printing antennas for RFID tags with conductive inks.

RFID in Commercial Aviation – The Boeing Company and Airbus cover how they are working together to promote the adoption of RFID technology within the commercial aviation industry. They will examine the business case for the use of RFID by both manufacturers and suppliers and will provide a roadmap for RFID implementation.

Intellectual Property and RFID – This pre-conference, *hosted by the Intellectual Property Society* (www.ipsociety.net), explores critical intellectual property issues that companies selling, deploying and investing in RFID technologies face today.

To learn more about RFID Journal LIVE! 2005, or to register for the conference, go to www.rfidjournallive.com. Group discounts are available. 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.