

## FOR IMMEDIATE RELEASE

Contact: Annie Scully  
+1 845-368-0608  
annie@praxismktg.com

### ***RFID Journal Announces European Executive Conference***

*First RFID Journal LIVE! Europe to be Held 11-12 October 2005 at the  
Hotel Okura Amsterdam, The Netherlands*

*Retail Giants Marks & Spencer, Metro and Tesco Among Top Speakers*

**NEW YORK, March 16, 2005** — *RFID Journal* announced today it will hold its first European executive conference 11 to 12 October 2005 at the Hotel Okura Amsterdam, The Netherlands. *RFID Journal LIVE! Europe* ([www.rfidjournallive.com/europe](http://www.rfidjournallive.com/europe)) will feature executive presentations from early adopters across Europe including Marks & Spencer, Metro and Tesco, and will be lead by *RFID Journal* founder, editor and global RFID expert Mark Roberti.

"European companies have been among the global leaders in producing and using RFID technologies, but the use of RFID in the global supply chain creates some unique challenges for retailers, manufacturers and logistic providers," Roberti said. "With *RFID Journal*'s unique, global perspective, this event will give end users a clearer view of what their next steps should be."

More than 200 high-level executives at the two-day conference will explore topics that include how Europe's role in leading RFID adoption can spur the use of EPC technologies in the global supply chain, as well as the opportunities and risks faced by early adopters.

Through interactive case studies, end users, independent experts and suppliers will discuss the future of EPC and ISO technologies in the 13.56 MHz and UHF bands; the impact of new regulations governing RFID readers; integration with suppliers in Asia, North America and throughout the world; and much more. The focus will be on deploying RFID profitably in retail, manufacturing and supply chain operations.

Confirmed speakers to date include:

- **John Clarke, CTO, Tesco Stores Ltd.** Supermarket giant Tesco began its secure supply chain rollout in order to track high-value and high-shrink products through their supply chain and into their stores. Completion of the project is expected by the end of 2005.
- **Dirk Heyman, Director Auto-ID Europe, Gillette Group International.** One of the founding members of the Auto-ID Center at MIT in 1999, Gillette participates in setting EPCglobal standards, with a focus on outlining future challenges, business cases and possible next steps in development.
- **James Stafford, Head of RFID Project, Marks & Spencer (M&S).** M&S, one of the UK's leading retailers of clothes, food and home products, uses RFID tags to track items of clothing, and is extending its RFID item-level tagging to other products including lingerie and the M&S' food supply chain.
- **Gerd Wolfram, Director IT Strategy, IT Buying and Development Services, Metro.** Metro, the world's third-largest retailer, is successfully implementing RFID readers and tags at its biggest German distribution centre.

To learn more about *RFID Journal LIVE! Europe* or to register for the conference, go to [www.rfidjournallive.com/europe](http://www.rfidjournallive.com/europe). For sponsorship information, contact Nancy Puglisi, VP of Sales, at [nancy@rfidjournal.com](mailto:nancy@rfidjournal.com). *RFID Journal LIVE! Europe* 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. [www.rfidjournal.com](http://www.rfidjournal.com)