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**RFID JOURNAL LIVE! THE INDUSTRY'S MOST IMPORTANT FORUM FOR
RFID END-USERS, EXPERTS AND SUPPLIERS**

*Leading Executive Conference, April 10-12, Chicago, Features Case Studies, Industry
Pundits; and New RFID and EPC Product Launches*

New York, NY, April 4, 2005 – How to deploy RFID technology to create the greatest business value is the focus of RFID Journal LIVE!, (www.rfidjournallive.com) taking place April 10-12 at Sheraton Chicago Hotel & Towers. This is the only executive conference that offers an in-depth look at the current state of RFID and EPC technology and its future direction in a broad array of industries.

“Attendees at the conference will have an opportunity to learn from early adopters and gather intelligence on what is happening with RFID today,” said Mark Roberti, founder and editor of *RFID Journal*. “The lessons learned, expert advice and new products will help businesses make better decisions on when and how to deploy the technology.”

Speakers with first-hand experience on topics such as system costs, meeting tagging mandates, shifting standards, contactless payment systems, and the integration of RFID data with back end systems will participate in the conference that includes over 60 sessions.

The leading RFID system providers and technology companies are also supporting the event including major sponsors Accenture, IBM, Deloitte, Intel, Oracle, Unisys and VeriSign as well as Accsis, 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.

Event highlights:

Key Speeches

•“**RFID in 2010**” featuring **Bob Metcalfe**, inventor of Ethernet and recipient of the National Medal of Technology and **Arnio Penzias**, Nobel Laureate, **Sanjay Sarma**, cofounder of the Auto-ID Center and **Dan Engels**, research director at the MIT Auto-ID Labs. They will discuss promising new RFID product areas and provide investors with insight on the technology’s evolution.

•**Tom Ridge**, former **Secretary of Homeland Security** on the importance of RFID and other technologies in protecting the United States.

•**Paul Saffo**, research director, **Institute of the Future**, will delve into how RFID fits into other emerging technologies and the changing business landscape.

•**Simon Langford**, **Wal-Mart**'s manager of Global RFID strategy, and **Mike O'Shea**, head of **Kimberly-Clark**'s RFID program, will discuss how they worked together to solve the problem of reading tags on products that are unfriendly to RF systems.

•**Alan Estevez**, assistant deputy under secretary of defense, will update attendees on the **U.S. Department of Defense**'s RFID implementation.

•**John Clarke**, chief technology officer, **Tesco**, will share information on this giant European retailers RFID experience.

•**Mike Meranda**, president, **EPCglobal US**, will provide an update on the electronic product codes adoption in the retail and consumer packaged goods industries as well as its benefits in other industries.

•**Boeing** and **Airbus** will discuss their unique collaboration and provide a progress report on their RFID implementations including establishing global standards for parts traceability and automated data collection.

•**Lyle Ginsburg**, partner, **Accenture**, on “*The RFID Journey: Cracking the Code.*”

New Product Announcements

More than 100 companies will be showcasing their latest RFID technologies and solutions on the sold-out exhibition floor with announcements expected from Acsis, Catalyst, CodePlus, Emerson & Cuming Microwave Products, InFinID, Manhattan Associates, Markem, Paxar, Printronix, RSI ID, Samsys, Sirit, Sybase, Zebra Technologies and more. Unveiled at the conference will be a new mobile RFID solution, slap and ship tags, readers, smart tags, printers, software, hardware and integration solutions.

Expert Speakers and Sessions

Attendees will hear from more than 120 speakers including business and IT executives from: Best Buy; Cardinal Health; Detroit Lions; H. D. Smith Wholesale Drug; Mastercard; Procter & Gamble; Tyson Foods; UPS; and U.S. Social Security Administration.

Speakers will address topics such as: *Future Trends: RFID 5 Years Out*; *Active Tagging in Iraq*; *Can RFID Reduce Out-of-Stocks?*; *RFID: The Importance of Privacy*; *RFID as an Anti-Counterfeiting Tool*; and *Developing a Sound Business Case*.

The conference agenda is organized into six 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**.

Pre-conference seminars begin on Sunday, April 10th, with two general sessions that cover RFID Basics and the Business Benefits. The breakout sessions that follow allow attendees to attend an in-depth seminar focused on a particular industry sector or issue.

To learn more about RFID Journal LIVE! 2005, or to register go to www.rfidjournallive.com. RFID Journal LIVE! Europe will make its debut 11-12 October 2005 at the Hotel Okura Amsterdam, The Netherlands. Top executives from Marks & Spencer, Metro and Tesco are scheduled to speak. For more information go to www.rfidjournallive/europe. 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.

Editor's Note: To register as press for the conference, contact Annie Scully at 1-845-368-0608 or annie@praxismktg.com.