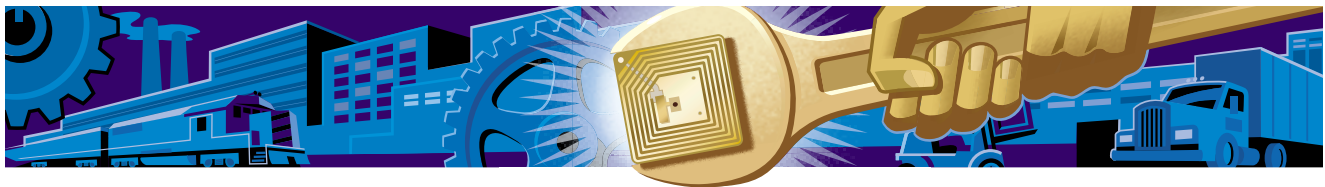




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From the Editor

Dear Colleague:

We invite you to join us for our 4th annual RFID Journal LIVE! conference and exhibition—the premier event for in-depth, objective RFID information, innovative RFID solutions and networking.

Senior executives and technologists around the world rely on RFID Journal in print, online and at our events for objective information about how RFID can be applied profitably to their business. Many of these professionals will be gathering in Las Vegas for RFID Journal LIVE! 2006, to be held at the MGM Grand Conference Center from May 1-3.

Whether you're just getting started with RFID, are implementing or need to develop a corporate RFID strategy, RFID Journal LIVE! provides the information you need to succeed. The conference program features numerous end users presenting real-world RFID case studies, so you'll come away understanding what works—and what doesn't.

Our 50,000-sq. ft. Exhibit Hall will showcase the top technology providers demonstrating the latest RFID products that could benefit your business. All this, and the luxury of the MGM Grand in Las Vegas! I look forward to seeing you there.

Yours,

Mark Roberti,
Editor and Founder, *RFID Journal*

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About RFID Journal: *RFID Journal* is the premier provider of in-depth, objective RFID information online, in print and at events. *RFID Journal* publishes the leading RFID Web site at www.rfidjournal.com (ranked #1 on Google for the search term "RFID"), the world's first magazine devoted solely to RFID (*RFID Journal*) and *RFID Journal LIVE!*, the foremost executive conference and exhibition, domestically and in Europe.

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Conference Agenda

The conference agenda follows. To see complete details, including conference content by vertical industry, level of expertise and business function, as well as the most up-to-date speaker list, please go to www.rfidjournal.com/live2006.

MONDAY, MAY 1		DAY 1	
7:00 AM - 5:00 PM	TRAINING & CERTIFICATION		
 	CompTIA RFID+ Certification <i>In partnership with</i>		
	This accelerated one-day course lets you push the limits of efficiency to gain quality industry certification preparation training in record time. This course provides one day, intensive, instructor-led training using state-of-the-art RFID equipment on May 1, and includes the RFID+ Certification Exam on May 2 or 3 or voucher in lieu. Participants who want to take certification exam onsite will have an opportunity to register for one of the available slots each day on May 2 or 3.		
	7:00 AM - 8:00 AM	Breakfast	
	8:00 AM - 8:40 AM	RF Physics	
	8:40 AM - 9:20 AM	Standards and Regulations	
	9:30 AM - 11:30 AM	RFID Hardware, Tags Readers, Peripherals	
	11:40 AM - 12:20 PM	Design Selection	
	12:20 PM - 1:20 PM	Luncheon	
1:20 PM - 3:20 PM	RFID Field Deployment: Site Analysis, Installation, Testing & Troubleshooting		
3:30 PM - 5:00 PM	Practice Drill		
12:00 PM - 5:00 PM	PRECONFERENCE SEMINARS		
	RFID Journal University This preconference provides critical foundational information about RFID for those new to the technology. <ul style="list-style-type: none"> • RFID Basics • RFID Business Benefits • The Physics Behind RFID • Live Demo: RFID in the Real World • Legislation and Standardization • Real-World Considerations • Building an RFID Business Case • Building on RFID With the EPCglobal Network 	Investing in RFID Investors have heard a lot of hype about RFID. Yet the reality is that some companies that soon will earn investors a high ROI are starting to emerge and stake out market-leading positions. Experts will provide an overview of the technology, the growth of the industry, and metrics for evaluating investments, with leading private companies making presentations about the opportunities they see for success.	RFID Academic Convocation This collocated event brings together leading RFID researchers, end user companies and RFID technology providers to address research issues surrounding the implementation of RFID. The convocation is part of a series of meetings being organized around the world to build collaboration across institutions, academic disciplines and geographic boundaries. Participation by qualified academic and industry researchers and governmental agency representatives is invited.
5:45 PM	Opening Keynote Panel: Putting RFID to Work — Early adopters discuss the tangible benefits their companies are achieving. <i>Speakers:</i> Kevin Humphries, FedEx; Jim Noble, Altria Group		
6:30 PM - 8:00 PM	Opening Reception in Exhibit Hall		





Agenda subject to change

Main Conference Agenda Continues >





Conference Agenda

See full schedule and details online at www.rfidjournal.com/live2006

TUESDAY, MAY 2

9:00 AM	Keynote: Learning from the Department of Defense's RFID Implementation – Alan Estevez, Dept. of Defense; Jeff Stagnitti, Defense Logistic Agency			
9:45 AM	The View From the Customer: A leading RFID vendor and one of its top customers talk about the RFID solution they crafted jointly, the ease of implementation and the benefits derived.			
10:15 AM	Exhibit Hall Hours 10:15 am - 5:30 pm			
11:00 AM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.			
11:50 AM	 GETTING STARTED	 HOW TO DEPLOY RFID	 EXECUTIVE STRATEGY	 RETAIL/CPG
	What Is RFID and How Does It Work? This primer explains the basic types of RFID systems (active and passive tags, sensors and beacons and real-time locating systems) and how the behavior of radio waves at different frequencies determines which technology is right for specific applications. <i>Speaker:</i> Craig Harmon, Q.E.D. Systems Takeaways: <ul style="list-style-type: none"> • Fundamentals of RFID technologies 	Best Practices: A Method for Evaluating Potential RFID Applications Germany's MTU Aero Engines shares a knowledge-based analytical model for identifying which RFID applications would deliver benefits and explains how it used the system to identify opportunities. <i>Speaker:</i> Sebastian Resch, MTU Aero Engines Takeaways: <ul style="list-style-type: none"> • A proven method for evaluating RFID apps 	Getting Buy-in From Top Management A successful RFID strategy needs to be supported by the CEO and other top executives. In this session, a panel of early adopters discusses how to get funding and support from the boardroom. <i>Panelists:</i> Robert Barrett, Deere & Co.; Mike O'Shea, Kimberly-Clark Takeaways: <ul style="list-style-type: none"> • How other project leaders got support • Making the case for investing in RFID 	Best Practices: Meeting Mandates and Making Money This session explains what you need to do to become compliant with retail RFID requirements. <i>Panelists:</i> Steve Hall, Xterprise; Michael Putnam, Markem; Matt Ream, Zebra Technologies; Jan Svoboda, UPM Raflatec Takeaways: <ul style="list-style-type: none"> • Meet retail tagging requirements • Where you can benefit internally from RFID
2:30 PM	Is RFID Right for My Business? RFID can be applied in a wide variety of applications, companies and industries. Learn what types of businesses are likely to see the most benefits. <i>Speaker:</i> Mario Brooke, Avatar Partners Takeaways: <ul style="list-style-type: none"> • Where, when and how your company can benefit from RFID • Potential ROI of each application 	Real World EPC Gen 2 Performance There has been a lot of discussion about the benefits of Gen 2. This session reveals research performed by the RFID Alliance Labs in both controlled and real-world environments. <i>Speaker:</i> Daniel Deavours, RFID Alliance Lab Takeaways: <ul style="list-style-type: none"> • Benchmarks for evaluating Gen 2 tag performance 	Best Practices: When and Where to Tag Items When is it most appropriate and most profitable? What factors are involved in making strategic decisions? <i>Panelists:</i> Steve Casey, SureID; Alastair McArthur, Tagsys Takeaways: <ul style="list-style-type: none"> • Costs vs. benefits • Strategic Planning 	Case Study: Publix Tracks Fresh Produce Supermarket operator Publix, three suppliers and Florida University reveal the benefits of using the EPC network to improve the produce distribution. <i>Speakers:</i> Terri Crawford, Publix; Jean-Pierre Emond, Co-director, University of Florida Takeaways: <ul style="list-style-type: none"> • How to reduce spoilage and improve on-shelf availability
3:20 PM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.			
4:30 PM	Real-time End-User Technology Demonstration on the General Session Stage			
5:00 PM	Closing Keynote: Procter & Gamble's EPC Advantaged Strategy – Dick Cantwell, Vice President and Head of RFID, Procter and Gamble			

WEDNESDAY, MAY 3

9:00 AM	Keynote: Leveraging RFID Data To Create Business Value – Carolyn Walton, Vice President of Information Systems, Wal-Mart			
9:45 AM	The State of RFID Adoption Around the World < Early adopters from the United States, Europe and Asia discuss the challenges of deploying RFID in their region			
10:30 AM	Exhibit Hall Open 10:30 am - 3:30 pm			
11:10 AM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.			
1:50 PM	 GETTING STARTED	 HOW TO DEPLOY RFID	 EXECUTIVE STRATEGY	 RETAIL/CPG
	What Do I Need and How Much Will it Cost? A successful RFID system includes many different components, including hardware and software. This session explains what they are and what each component is likely to cost. <i>Speaker:</i> Patrick Sweeney II, ODIN Technologies Takeaways: <ul style="list-style-type: none"> • Full description of a typical RFID system • Benchmarks for the cost of each component 	Best Practices: Launching Field Trials that Deliver Launching a field trial that proves or disproves your business case requires strict adherence to procedure and rigorous testing to ensure accurate results. <i>Speaker:</i> Steve Rehling, Procter & Gamble Takeaways: <ul style="list-style-type: none"> • A step-by-step approach to launching a well-planned field trial • Insights into common mistakes to avoid 	Do You Need an Internal RFID Lab? Many companies have set up an internal RFID lab to test tags, readers and applications before deployment. What type of company needs a lab, why—and how do you go about setting one up? <i>Speaker:</i> Mike O'Shea, Kimberly-Clark Takeaways: <ul style="list-style-type: none"> • Evaluate whether your company needs an internal RFID lab • A step-by-step approach to setting up a lab 	Best Practices: Using EPC Data for Global Data Synchronization For EPC data to be of value, it has to be linked to accurate product information in the Global Data Synchronization Network. Our panel of experts debates strategies for maintaining accurate product data and linking it to EPC systems. <i>Panelists:</i> David Hutchings, Kraft; John Seamer, GS1 Takeaways: <ul style="list-style-type: none"> • Strategies for getting EPC data synch right • Methods of linking EPCs to product data
2:40 PM	Who Can I Turn to for Help? Choosing the right company to advise you on how and where to deploy readers, and to integrate those readers with middleware and your backend system, is critical. Learn what options are available. <i>Speaker:</i> Mary Catherine O'Connor, RFID Journal Takeaways: <ul style="list-style-type: none"> • Services provided by integrators/consultants • The leading players and how they can help 	Turning RFID Data into Actionable Info RFID is all about gathering information that can be used to improve the way you do business. <i>Panelists:</i> Jon Golovin, T3CI; Roman Kulor, Blue Vector Systems; Ashley Stephenson, Reva Systems Takeaways: <ul style="list-style-type: none"> • An understanding of RFID middleware • Leverage EPCglobal Network standards 	RFID Privacy Best Practices The Center for Democracy & Technology, a non-profit group, has been working with RFID vendors and end users to develop a set of best practices. <i>Speaker:</i> Paula Bruening, Center for Democracy & Technology Takeaways: <ul style="list-style-type: none"> • Privacy best practices • Knowledge of cross-industry privacy issues 	Case Study: P&G Boosts Promotional Sales with RFID P&G's analysis of EPC data provided by a retail partner showed that stores that delivered product to the shelves on time saw a 48% sales lift. <i>Speaker:</i> Jamshed Dubash, Procter & Gamble Takeaways: <ul style="list-style-type: none"> • How EPC data can improve promotions • Best practices for promotions tracking
3:30 PM	What Questions Should I Ask Hardware Providers? It's critical to choose the right RFID tags for your products and the right readers. This session looks at the 'do's and 'don't's of choosing hardware providers. <i>Speaker:</i> Toby Rush, Rush Tracking Systems Takeaways: <ul style="list-style-type: none"> • 10 questions to ask hardware providers • A list of the leading tag and reader providers • How to pick the right equipment 	Best Practices: Setting Up an RFID Network Architecture Learn how to set up an RFID reader and network architecture that can get data where it needs to be, both quickly and effectively. <i>Speaker:</i> John Williams, Auto-ID Labs Takeaways: <ul style="list-style-type: none"> • How to design an RFID network that will scale • Storing RFID data and accessing it across the enterprise 	Best Practices: 10 Things a CEO Needs to Know about RFID Here's what CEOs need to know to manage effectively as RFID changes the way companies do business. <i>Speaker:</i> Mark Roberti, RFID Journal Takeaways: <ul style="list-style-type: none"> • The strategic potential of RFID • How to ensure RFID projects deliver on their promise of transformational change 	Lessons Learned: RFID's Impact on the Retail Industry Researchers at the U of A have studied RFID's impact on the retail supply chain and the reduction of out-of-stocks. Find out what they've learned. <i>Speaker:</i> Bill Hardgrave, RFID Research Center, University of Arkansas Takeaways: <ul style="list-style-type: none"> • Research on the benefits of RFID in retail • RFID's impact on retail out-of-stocks




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	MANUFACTURING	HEALTH CARE/PHARMA	DEFENSE/AEROSPACE	TRANSPORT/LOGISTICS
11:50 AM	<p>Case Study: Embedding RFID in Products By embedding RFID transponders in its couplings, Colder Products has created a new product line of smart couplings that helps its customers avoid costly manufacturing mistakes and reduce liabilities. <i>Speaker:</i> Rick Garber, Colder Products</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • The benefits of creating smart products • How to overcome embedding challenges 	<p>Case Study: Testing RFID at Vanderbilt Children's Hospital The hospital tested RFID to monitor temperature and track key patient care equipment and people. <i>Speaker:</i> Barbara Joers, Vanderbilt Children's Hospital</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • How to monitor temperature continuously with RFID • Tracking equipment in a hospital setting 	<p>Best Practices: Meeting the Dept. of Defense's RFID Mandate Panelists explain how to become compliant with the U.S. Department of Defense's RFID requirements and how to achieve internal operational benefits. <i>Panelists:</i> Denton Clark, Lockheed Martin Ann Grackin, ChainLink Research, Alan Estevez, Department of Defense</p> <p>Takeaway:</p> <ul style="list-style-type: none"> • How to meet mandates and benefit internally 	<p>The Math Behind RFID in Logistics For most logistics operations, there are benefits from tagging containers and chassis today. The savings accrue when you know where your assets are and can increase their utilization. <i>Speaker:</i> Robert Hadow, N.C. Cuthbert</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • The ROI from better use of containers and chassis through RFID tracking
2:30 PM	<p>Should You Use HF, UHF or Active Tags in the Factory? Panelists discuss which technology is right for tracking parts, tools and reusable containers within a factory. <i>Speakers:</i> Edward Gonsalves, Philips Semiconductor; Bradley Todd, Escort Memory Systems; Dan Mullen, AIM Global</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • How different RFID technologies perform • Choosing the right RFID system 	<p>Case Study: Using Mobile RFID to Prevent Medication Errors At St. Clair Hospital, in Pittsburgh, RFID is used to track medication administered to patients. This new system saves time and helps prevent errors. <i>Speakers:</i> Tom Ague, St. Clair Hospital; Rich Schaeffer, St. Clair Hospital</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • How bar code and RFID can work together • Using RFID to improve patient safety 	<p>Meeting RFID Mandates from Boeing and Airbus Learn how to become compliant with the airplane manufacturers' requirements for tagging parts. <i>Panelists:</i> Jens Heitmann, Airbus; Kenneth Porad, Boeing</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Meet aerospace tagging requirements • Where you can benefit internally from RFID tagging in the supply chain 	<p>Case Study: Tracking 190,000 Vehicles at Gulf States Toyota Using an active RFID tracking system for processing nearly 200,000 cars annually. The system has reduced processing and labor costs, while achieving better quality and customer service. <i>Speaker:</i> Gary Cole, Gulf States Toyota</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Inner workings of a vehicle tracking system • The ROI of RFID in a logistics environment

	MANUFACTURING	HEALTH CARE/PHARMA	DEFENSE/AEROSPACE	TRANSPORT/LOGISTICS
1:50 PM	<p>Case Study: Using RFID in the Auto Industry Supply Chain Learn how TNT Logistics uses RFID to provide closed-loop supply chain visibility, as it coordinates 24x7 deliveries from its material sequencing centers to automobile assembly lines. <i>Speaker:</i> Terrence McIntyre, TNT Logistics NA</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Managing parts inventory with active RFID • Boost throughput with RFID inventory management 	<p>Case Study: Drug Security and the Value of Sharing RFID Data Leading players in the pharmaceutical industry have determined what information they need to share to secure the supply chain and how RFID can be used to collect it. Learn the results of their studies. <i>Speakers:</i> Jim Dowden, Hoffmann-La Roche; Shabbir Dahod, SupplyScape</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Benefits of tracking drugs electronically • Strategies for sharing track-and-trace data 	<p>Case Study: Virgin Atlantic Airways Tracks High Value Parts The airline reports on the test of RFID and how it affected the time spent searching for missing high-value parts for the servicing of airplanes. Less time locating parts means less expense. <i>Speaker:</i> Mark Butler, Virgin Atlantic</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • The ROI of tracking high-value parts • Best practices for tagging and tracking airplane parts 	<p>Case Study: Securing Cargo with E-Seals Learn how one major trading company conducted an error-free field trial for an RFID container seal system that provides automatic container-intrusion detection and enables the tracking of cargo. <i>Speaker:</i> Yoshihumi Kotsuka, Mitsui & Co. (U.S.A.)</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Improve cargo security with electronic RFID seals • Improve the visibility of cargo in transit
2:40 PM	<p>Case Study: Tracking Gas Cylinders Globally at Dow Chemical Dow uses a combination of bar codes, RFID and GPS technology to track items globally. <i>Speaker:</i> Craig Casto, Global Auto ID and Label Technology Leader, Dow Chemical</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Deploying technologies for asset tracking • Best practices for track and trace 	<p>Is HF/UHF Best for Item-level Tagging? This session looks at each technology to see which meets companies' technical and business needs. <i>Panelists:</i> Tim Marsh, Pfizer; Harry Ramsay, Purdue Pharma</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Tracking pharmaceutical items and medical devices with passive HF and UHF tags. • Strategies for choosing the right technology. 	<p>Case Study: Finding Internal ROI from Tracking Work in Process Learn how Spirit AeroSystems, a former division of Boeing, uses RFID to track parts and work in process and to automate decision-making. <i>Speaker:</i> Debbie Fogg, SPIRIT AeroSystems</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Integrate RFID data on work in process • Track parts and tools with RFID 	<p>Case Study: SSA Marine Adds RFID to Quicken Cargo Movements A real-time locating system installed in three of SSA Marine's southern California container yards has boosted throughput and improved customer service. <i>Speaker:</i> Becky Mannino, SSA Marine</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Improve container yard throughput • Cut costs and improve asset utilization
3:30 PM	<p>Best Practices: Link RFID and Six Sigma Many manufacturers already have Six Sigma projects well under way. Instead of seeing RFID as an extra cost, they should link their RFID and Six Sigma efforts to reduce defects and improve efficiencies. <i>Speaker:</i> Ann Grackin, ChainLink Research</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Reduce manufacturing defects with RFID • Strategies for linking Six Sigma projects and RFID deployments 	<p>Best Practices: The Benefits of Standardized EPC Data Formats Sharing data over the EPC network is critical to track and trace, e-pedigree and other applications in the pharmaceutical and health care industries. <i>Speaker:</i> Bob Celeste, EPCglobal</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • How to improve the tracking of drugs • Data requirements and formats for the supply chain and e-pedigree apps 	<p>Case Study: Tracking HAZMAT By using RFID linked with temperature sensors to track the location, handling and condition of potentially dangerous chemicals, NASA has improved the management, security and safety of HAZMAT. <i>Speaker:</i> Ralph Anton and Vince Kinsey, NASA Dryden Flight Research Center</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Improve tracking of hazardous materials • How to use RFID temperature sensors 	<p>RFID Standards for Freight Transportation in North America Standards under development differ from ISO approaches to RFID for containers in international trade. <i>Panelists:</i> George Cavage, Director Strategy & Technology, American President Lines; Craig Harmon, President & CEO, Q.E.D. Systems</p> <p>Takeaways:</p> <ul style="list-style-type: none"> • Pitfalls to avoid when deploying RFID before the standards are solidified • Cut costs and improve asset utilization

Conference Packages

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<div style="display: flex; justify-content: space-between; align-items: center;"> <div data-bbox="423 709 639 779">  RFID+ Certification </div> <div data-bbox="667 730 834 758" style="font-size: small;"> <i>In partnership with</i> </div> <div data-bbox="867 730 980 758">  </div> </div> <p>Fast-Track Training Pass includes:</p> <ul style="list-style-type: none"> CompTIA RFID+ Fast-Track Certification, May 1 Certification Testing May 2/3 or voucher (\$225 value) Certification Preparation Handbook CD-ROM of CompTIA practice tests Lunch on May 1 <p>TWO WAYS TO SIGN-UP:</p> <p>CompTIA RFID+ Certification Fast-Track Training Pass and Executive Conference Pass (May 1-3) \$1,979 with Source Code <i>Savings of \$220 off the Regular Price</i></p> <p>CompTIA RFID+ Certification Fast-Track Training Pass and Exhibit Hall Only Pass (May 1) \$1,754 with Source Code <i>Savings of \$195 off the Regular Price</i></p>				

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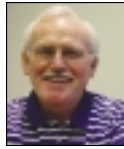
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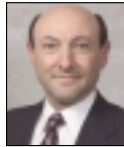
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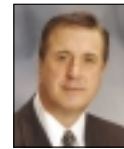
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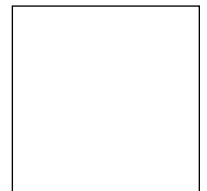


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