

RFID JOURNAL LIVE! Europe 2006

The 2nd Annual RFID Conference and Exhibition
for the European Community

25-27 October 2006 • Amsterdam • Hotels van Oranje

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- Exhibitions of the very latest RFID products
- Demos by top tech providers

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FROM THE EDITOR

Dear Colleague,

Radio frequency identification (RFID) has fast become a critical technology for companies looking for new ways to cut costs and enhance efficiencies. That's why I am proud to invite you to join us for the second annual RFID Journal LIVE! Europe conference and exhibition.

RFID Journal LIVE! Europe is the only European event where you will hear top-name end users speaking objectively about what RFID can—and can't—do, and how to deploy solutions that work. The event will be held 25-27 October 2006, at the Hotels van Oranje in Amsterdam, and will feature:

- The most objective, detailed end-user case studies available
- Sessions designed to show how you can use RFID to impact business processes positively in key functional areas today, including:
 - IT/Infrastructure
 - Supply Chain/Inventory Management
 - Distribution/Logistics
- The opportunity to see the latest RFID products, and to speak to vendors about their solutions

As an added benefit, you'll save 10% just by using the VIP Source Code on the back cover of this brochure.

I look forward to greeting you in Amsterdam on 25-27 October.

Sincerely,

Mark Roberti

Founder & Editor, RFID Journal



RFID Journal is the leading source of news and in-depth information about radio frequency identification (RFID) and its many business applications. Business executives and implementers depend on RFID Journal for up-to-the-minute RFID news, in-depth case studies, best practices, strategic insights and information about vendor solutions. This has made RFID Journal the most relied-upon and respected RFID information resource, serving the largest audience of RFID decision-makers worldwide – in print, online and at face-to-face events.

Register online at www.rfidjournal.com/europe2006 or call +1.631.249.4960.



Conference Agenda

RFID Journal LIVE! Europe is the one event where you can learn to apply RFID from leading early adopters in interactive, issues-oriented workshops. Plus:

- Hear top-quality speakers share what works—and what doesn't
- See case studies presented by early adopters who will reveal their insights
- Touch the latest RFID products that could benefit your business

For the most up-to-the-minute conference details and speakers, visit www.rfidjournal.com/europe2006.

DAY 1 • Preconferences

Wednesday • 25 October

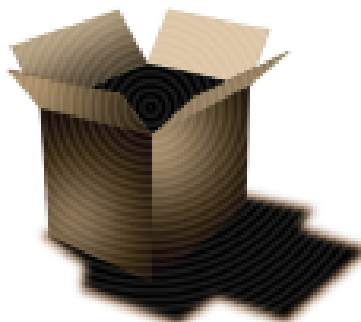
12:00
to
17:15

Preconference Seminars

RFID Journal University

Designed to introduce attendees new to RFID to the basic concepts they need to understand how to design pilots, engage vendors, and deploy the technology successfully.

- RFID Basics
- 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



RFID Packaging Seminar

Introduces new users to the fundamentals of RFID. The differences between the various classes of tags will be explained, including active and passive systems. The need for additional IT systems to build upon RFID in real-world applications will be highlighted. The session also includes a very brief overview of the EPCglobal Network, the future of ISO standards, ETSI reader regulations and the latest standardization efforts worldwide.

- RFID Basics
- RFID: The Package is the Tag
- Smart Packaging: Adding Value
- Solving the Antenna Problem RFID as an Anti-Counterfeiting Tool

7:00
to
17:00

Training and Certification

CompTIA
RFID+ Certification

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The course provides one day of intensive instructor-led training using state-of-the-art RFID equipment (25 October), and includes the RFID+ Certification Exam* on 26 or 27 October. Attendees unable to take the exam during the conference and exhibition will receive a voucher allowing them to take the exam at a later date.

7:00 - 8:00	Breakfast
8:00 - 8:40	RF Physics
8:40 - 9:20	Standards and Regulations
9:30 - 11:30	RFID Hardware: Tags, Readers, and Peripherals
11:40 - 12:20	Design Selection
12:20 - 13:20	Luncheon
13:20 - 15:20	RFID Field Deployment: Site Analysis, Installation, Testing, and Troubleshooting
15:30 - 17:00	Practice Drill

8:00	Continental Breakfast		
8:30	Welcome and Introduction Speakers: <ul style="list-style-type: none"> • Kenneth Nova, President, RFID Journal • Mark Roberti, Editor & Founder, RFID Journal 		
9:00	METRO Group Moves Forward Speaker: Dr. Christian Plenge, RFID Project Leader, MGI METRO Group Information Technology GmbH Takeaways: <ul style="list-style-type: none"> • An update on METRO Group's critical RFID efforts • An understanding of how RFID technology is benefiting METRO Group today • Insights into the performance of Gen 2 technology under ETSI rules 		
9:45	RFID Adoption Today: Where the ROI Is Learn where companies in a variety of industries are finding real ROI today, from item-level tagging in retail to improving work in process tracking in manufacturing to tracking shipping containers in logistics.		
10:25	Technology Demonstration See how a networked RFID application is being used today to solve business problems in this real-world demonstration.		
10:55	Refreshment Break in the Exhibit Hall		
Breakout Sessions			
12:00	 IT/Infrastructure RFID Data Sharing Standards Speaker: Henri Barthel, Technical Director, EPCglobal This session brings attendees up to date with progress being made by EPCglobal in developing data-sharing standards for specific industries, including retail/CPG, defense/aerospace, health care/life sciences and distribution/logistics. It will also cover how companies plan to use the standards to drive business value. Takeaways: <ul style="list-style-type: none"> • Insights into data exchange on the EPCglobal network • Understanding of the benefits of sharing data 	 Supply Chain/Inventory Management The Business Case for Combining Wireless Technology with RFID Speaker: Mike Haley, CTO, BP In this session, hear BP's chief technology officer share his knowledge about the benefits of real-time enterprise, a new upcoming project involving next generation RFID, and the next steps the company plans to take with what they have learned. Takeaways: <ul style="list-style-type: none"> • Best practices for location tracking • Understanding how to link wireless measurement with real-time RFID data 	 Distribution/Logistics The Intelligent Container—Combining RFID With Sensor Networks Speaker: Dieter Uckelmann, Manager of LogDynamics Lab, University of Bremen Advanced tracking and tracing has to include information about current temperature and other environmental conditions. The prediction of changes in freight quality is valuable information for optimization of transport processes and warehouse keeping. Takeaways: <ul style="list-style-type: none"> • Insight into research on the development of smart containers • Strategies for using smart containers to transform logistic
Movement from Room to Room			
12:50	 IT/Infrastructure RFID Network Infrastructure: the Key to Scale and Performance Speaker: Tom Schuster, CEO, Reva Systems Many implementers are contemplating rollouts that encompass more sites, more readers and more applications than their simple pilots were built to handle. Additionally, IT departments are increasingly focused on the manageability, security and reliability of cost effective enterprise-scale solutions. In this session learn how global companies are addressing these requirements by making RFID Network Infrastructure a key component of their RFID deployments. Takeaways: <ul style="list-style-type: none"> • Understanding the potential benefits of an RFID network infrastructure • Best practices for deploying an RFID network 	 Supply Chain/Inventory Management The Value of Tracking Reusable Assets Most companies use some kind of returnable transport items or reusable assets in their supply chain. In this session, learn about what types of assets can be tagged profitably today and how a variety of RFID technologies can be used to improve asset utilization and deliver a return on investment. Takeaways: <ul style="list-style-type: none"> • An understanding of the technologies used for asset tagging • Strategies for boosting supply chain efficiencies by tagging reusable assets 	 Distribution/Logistics Is Visibility the Next Big Thing? Speaker: Jeff Irland, Practice Director, Unisys Corp. Significant progress has been achieved in the development and application of RFID, RTLS, GPS, and other technologies that provide "visibility" for asset tracking, supply chain inefficiencies, physical security, product authenticity, etc. With these emerging technologies, we are at the cusp of a world that allows us the freedom to know the exact location and state of many essential elements of our business and personal life. How will this come about and what will it look like? Takeaways: <ul style="list-style-type: none"> • What companies have successfully achieved a next generation level of visibility? • Could the RFID-enabled supply chain be a first step? • What are barriers and stimulates for this business model to emerge?
13:30	Lunch in the Exhibit Hall		
Breakout Sessions			
15:30	 IT/Infrastructure Are Changes in ETSI Rules Needed Speakers: <ul style="list-style-type: none"> • Dr. Christian Plenge, RFID Project Leader, MGI METRO Group Information Technology GmbH • Josef Preishuber-Pflügl, CTO, CISCO Semiconductor Given the performance results outlined in the previous session, are new ETSI regulations needed? In this session, those imposing the regulations, vendors making equipment under the regulations and companies using the equipment discuss the best way to move forward to enable UHF systems to work well in Europe. Takeaways: <ul style="list-style-type: none"> • An understanding of potential regulatory changes for UHF 	 Supply Chain/Inventory Management Why the Airlines Industry is Looking at RFID Speaker: Andrew Price, RFID Project Manager, International Air Transport Association (IATA) The results from a study by IATA, the leading aerospace association will show the business need for RFID in the airline industry. Learn about how the common airport structure can greatly benefit with in-flight, ULD, and baggage tracking. Takeaways: <ul style="list-style-type: none"> • Best practices for implementing RFID in baggage systems • Understanding the business side of RFID in aerospace 	 Distribution/Logistics Using Active RFID in Retail Distribution Speaker: Dr. Erwin Gabardi, Managing Director, Jöbstl Warehousing & Fashion GmbH Third-party logistics company, Jöbstl, provides fashion merchandise distribution for the Charles Vögele Group in Austria. Using active RFID technology, Jöbstl has automated its yard-management processes, resulting in improved supply-chain visibility and on-time deliveries for its customers. Takeaways: <ul style="list-style-type: none"> • Best practices in using active RFID supported yard management to cut costs and improve service. • Challenges and benefits of integrating RFID with existing systems to optimize operations.
16:10	Day 2 • Program Concludes		

Agenda subject to change

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8:00	Breakfast		
8:30	Europe and the US: Overcoming Regional Differences Speaker: Bill Hardgrave, Director of RFID Research Center, University of Arkansas		
9:15	Panel Discussion: RFID Adoption issues in Europe This panel of end users will discuss where the opportunities are to deploy different types of RFID technologies within Europe and what the key challenges are to adoption.		
9:55	Refreshment Break		
Breakout Sessions			
11:00	 IT/Infrastructure Strategies for Setting Up an RFID Network that Scales Our panel of experts looks at the critical issues facing companies that want to build out a network of RFID readers to cover one or more facilities. Takeaways: <ul style="list-style-type: none"> An understanding of RFID data-management issues Insights into different strategies for understanding how to build a scalable RFID network 	 Supply Chain/Inventory Management UHF-Tags on Metal: Optimizing Read Rates in a Tough Environment Speaker: Dieter Uckelmann, Manager of LogDynamics Lab, University of Bremen LogDynamics Lab has executed a series of tests in lab-environment and real-world scenarios using different UHF-portal solutions to compare the different applications. He shares the results of his research for the first time. Takeaways: <ul style="list-style-type: none"> Insight into the different solutions for UHF-tags on metal Best practices for improving read rates on metal 	 Distribution/Logistics Using RFID to Reduce the Costs of Timber An independent forestry company is using tags embedded in plastic nails to track logs as they move from the sawmill to customers. As a result, the company is able to deliver its raw materials quicker and under better conditions while the information gathered from the supply pipeline also helps its customers better plan their own production. Learn how this company increased its distribution efficiency and reduced its costs with RFID. Takeaways: <ul style="list-style-type: none"> How to increase quality control with multiple sub-contractors How to decrease long billing cycles with real-time RFID data
11:50	Sponsored Breakout Sessions		
12:30	Lunch in the Exhibit Hall		
Breakout Sessions			
13:30	 IT/Infrastructure Performance of EPC Gen 2 Under ETSI Rules Speaker: Antonio Rizzi, Prof., Ph.D., Full Professor of Industrial Logistics and Supply Chain Management, Department of Industrial Engineering, University of Parma Learn the results of independent tests done on EPC Gen 2 tags with Gen 2 readers operating under ETSI regulations. This session reveals not just performance results, but also how limitations imposed by ETSI will affect read rates, write rates and overall system performance. Takeaways: <ul style="list-style-type: none"> Insights into the performance of EPC Gen 2 systems in Europe Strategies for overcoming limitations imposed by ETSI 	 Supply Chain/Inventory Management Achieving Retail Efficiency with an In-Store RFID System Speaker: Jan Vink, CIO, BGN A Dutch bookseller has tagged all of its books and deployed its first in-store RFID system to help increase efficiency in both their goods receiving and store inventory management. The company is also looking at ways in which the real-time data can help boost customer service and how they can deploy the system to all of its existing 42 stores by 2007. Takeaways: <ul style="list-style-type: none"> Insights into how to integrate supply chain operations with retail when using RFID Best tips for efficient item level tagging Insights into how to accurately handle inventory management errors 	 Distribution/Logistics TNT Tracks Laptops from China to Germany Speaker: Sybren Tuinstra, Manager Strategic Process Development, TNT Express Netherlands-based logistics and shipping company TNT Express is tracking laptops from a manufacturing plant in China to a distribution center in Germany. TNT is sharing data collected across its RFID-enabled supply chain with a variety of RFID solutions. Takeaways: <ul style="list-style-type: none"> How to tag and track high-value electronics The benefits of sharing RFID data across the value chain
14:20	 IT/Infrastructure Using RFID for Life-Cycle Management of Products and Components Speakers: <ul style="list-style-type: none"> Dr. Dimitris Kiritsis, Computer-Aided Design and Production Laboratory, STI-IPR-LICP, EPFL Julien Mascolo, International Liaison and Project Coordination Technologies Division, Fiat Fiat is involved in developing a system to collect and analyze data throughout the life of products and their components through passive RFID transponders, active RFID tags, sensors and onboard computers. Learn how the information gathered can help companies improve design, maintenance, and efficiency of products. Takeaways: <ul style="list-style-type: none"> The benefits of gathering life-cycle data of products Insight into the development of information gathering systems 	 Supply Chain/Inventory Management RFID Is Fit to Track Clothes International apparel and footwear retailers are moving forward with deploying RFID in the supply chain and in stores. Kaufhof Warenhaus has tested RFID to track clothes for the past 3 1/2 years. The company explains the benefits of using RFID in both their supply chain and in their stores to manage inventory and replenishment. Lemmi Fashion began tagging 100% of its products in 2004, enabling the company to increase its productivity and greatly reducing costs within one year of deployment. Takeaways: <ul style="list-style-type: none"> An understanding of RFID's benefits in the retail/apparel supply chain Insights into the cost of deploying an RFID system for apparel 	 Distribution/Logistics KPN Uses RFID to Track Phones Speaker: Jan Kroon, RFID Program Manager, KPN Dutch telecom carrier KPN has launched a field trial applying RFID tags to the packaging of individual mobile phones that are removed at point of sale. In this session learn about the challenges and results of the trial. Takeaways: <ul style="list-style-type: none"> Insight into the benefits of end-to-end logistics tracking Strategies for tagging consumer electronics
15:00	Refreshment in Hallway		
Breakout Sessions			
15:20	 IT/Infrastructure Moving Forward with RFID in Automotive Supply Chain Speaker: Dr. Roya Ulrich, Information Technology Management, DaimlerChrysler AG Learn about the challenges a leading global auto manufacturer faced from their recent proof of concept trial of EPC Gen 2 on container management at one of their plants. Takeaways: <ul style="list-style-type: none"> An understanding of how and where the automotive industry can benefit with global standardization Insight into the potential of using EPC Gen 2 for container management 	 Supply Chain/Inventory Management Tracking Milk Deliveries A milk and cream supplier to a U.K. supermarket chain has tagged roll cages with RFID in an asset tracking trial to show that the technology has a significant role in tracking high-volume, low-margin liquid products that are unfriendly to RF signals. Learn how the company overcame challenges to achieve internal benefits. Takeaways: <ul style="list-style-type: none"> How to increase visibility of assets and products delivered Insights into the best ways to form collaborative solutions between partners 	 Distribution/Logistics The Benefits of Tracking Customer Parcels Internally A French shipping and logistics company has tested RFID's ability to help improve its operations, competitiveness and capabilities by tracking overnight deliveries. Learn how this company increased its efficiency and brought greater values for its customers by creating a trail of each tagged parcel's movement through the company to reduce costs and increase accurate delivery. Takeaways: <ul style="list-style-type: none"> Best tips to link RFID network with existing operational applications Insights into how to speed up the delivery process and reduce manpower
17:00	Conference Adjourns		

Agenda subject to change

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Registration Information

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Conference Pass Plus	Conference Pass	Preconference Seminar Pass	Conference Pass Plus with CompTIA RFID+ Certification	CompTIA RFID+ Certification Training Pass
25-27 October 2006	26-27 October 2006	25 October 2006	25 October 2006	25 October 2006
<ul style="list-style-type: none"> All preconference and main conference benefits Choice of preconference seminar on 25 October: <ul style="list-style-type: none"> RFID Journal University RFID in Packaging All keynote, general session and track presentations on 26-27 October Full access to the exhibition hall All meal functions on 25-27 October <i>The 2006 RFID Journal Buyer's Guide to RFID Resources</i> 	<ul style="list-style-type: none"> All keynote, general session and track presentations on 26-27 October Full access to the exhibition hall All meal functions on 26-27 October <i>The 2006 RFID Journal Buyer's Guide to RFID Resources</i> 	<ul style="list-style-type: none"> Choice of preconference seminar on 25 October: <ul style="list-style-type: none"> RFID Journal University RFID in Packaging All meal functions on 25-27 October <i>The 2006 RFID Journal Buyer's Guide to RFID Resources</i> 	<ul style="list-style-type: none"> CompTIA RFID+ Certification training course on 25 October RFID+ Certification exam on 26 or 27 October All keynote, general session and track presentations on 26-27 October Full access to the exhibition hall All meal functions on 25-27 October <i>The 2006 RFID Journal Buyer's Guide to RFID Resources</i> 	<ul style="list-style-type: none"> CompTIA RFID+ Certification training course on 25 October All meal functions on 25-27 October RFID+ Certification exam on 26 or 27 October <i>The 2006 RFID Journal Buyer's Guide to RFID Resources</i>



FREE Buyer's Guide with Registration

Technology Exhibit

RFID Journal LIVE! Europe 2006 will feature technology exhibits and product demonstrations from the leading RFID systems providers and technology companies—plus the latest innovations from RFID startup companies.

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- David P. Hack,
Yellow Roadways

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“It was very informative. Time available to speak with booth reps was invaluable. Conference was run in a timely manner and very professionally.”





















- Peter Yoo,
L & E International, Ltd

Learn from Industry Experts and Early Adopters!

A Comment from a Past RFID Journal LIVE! Attendee:

“I would attend this conference if you want to hear from the authorities in the RFID space. The quality of the speakers is really quite phenomenal.”

- Lyle Ginsburg,
Accenture

Henri Barthel 	Erwin Gabardi 	Mike Haley bp 	Bill Hardgrave 	Dr. Dimitris Kiritsis 
Jan Kroon 	Julien Mascolo CENTRO RICERCA FIAT 	Duncan McFarlane UNIVERSITY OF CAMBRIDGE 	Florian Michahelles ETH 	Götz Pfeifferling 
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