



RFID Journal LIVE! Europe

Third Annual Conference & Exhibition

6-8 November 2007 | Mövenpick Hotel Amsterdam
Amsterdam, The Netherlands

EARLY ADOPTERS REVEAL HOW TO DEPLOY RFID THE RIGHT WAY

- ▶ Cut manufacturing costs
- ▶ Improve product life-cycle management
- ▶ Reduce spoilage in the cold chain
- ▶ Boost picking and shipping accuracy
- ▶ Increase asset utilization
- ▶ Slash losses from theft
- ▶ Lower labor costs
- ▶ Enhance productivity
- ▶ Decrease turnaround times
- ▶ Transition from bar codes to RFID
- ▶ AND MUCH MORE!



Wolfgang Schoenfeld



Christian Plenge



Keith Ulrich



Jens Moelvig



Carlo K. Nizam



Andrew Higginson



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Attend the RFID Event for Companies in Europe

Dear Colleague,

Radio frequency identification and Electronic Product Code technologies are evolving rapidly, and European companies have emerged as the leaders in deploying them to drive business value. RFID Journal LIVE! Europe 2007, our third annual conference in Europe, features success stories from Airbus, Metro, Sony, Volvo and many other companies.

Standards have been published enabling companies to share RFID data securely over the Internet with business partners. This has made a host of new applications—track and trace, electronic pedigree, promotions tracking and much more—possible.

RFID Journal LIVE! Europe 2007 is the only event where companies doing business in Europe can learn how to leverage the many different kinds of RFID, including passive, active and real-time locating systems. The event, which will be held 6-8 November 2007, in Amsterdam, is focused on helping your company use RFID to solve business problems or achieve new business benefits.

This year's program features three main conference tracks tailored to meet your needs across:

- ▶ **Supply Chain/Inventory Management**
- ▶ **Distribution/Logistics**
- ▶ **Manufacturing/Operations**

BY ATTENDING THIS UNIQUE EVENT, YOU WILL:

- ▶ Hear top-name speakers from companies using RFID detail where the technology can—and can't—help improve the way you do business
- ▶ See objective case studies presented by early adopters in Europe who will share their insights
- ▶ Experience the latest RFID products designed to address real business problems
- ▶ Network with your peers and find out where European companies are on the adoption curve
- ▶ Participate in workshops with early adopters where you'll tackle critical adoption issues

And that's just the beginning. So, whether you're researching RFID's potential for your business, or are already implementing it and want to get up to speed on the latest applications and best practices, RFID Journal LIVE! Europe 2007 will deliver a return on investment by showing you how to use RFID to cut costs and increase sales.

We look forward to hosting you in Amsterdam on 6-8 November.

Sincerely,



Mark Roberti
Founder and Editor,
RFID Journal

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RFID
JOURNAL

ABOUT RFID Journal

RFID Journal is the only independent media company devoted solely to radio frequency identification and its many business applications. RFID Journal's mission is to help companies use RFID technology to improve the way they do business with timely news, strategic analysis and networking opportunities at events around the world.

www.rfidjournal.com



Keynote Speakers



Carlo K. Nizam
 Head of Value Chain
 Visibility and RFID



Airbus Enhances Business Process with RFID

Learn how Airbus is using radio frequency identification as part of an integrated company-wide approach to streamlining business processes and reducing operational costs for all partners in the value chain. Airbus's RFID project leader will also describe pilot results, current deployment plans and how Airbus plans to use RFID across two main categories: non-flyable (ground-based processes) and flyable (in-service processes).



Christian Plenge
 Head of Research
 & Innovation



Why Metro Is Moving Forward with RFID Now

After several years of trials, Metro Group began its full-scale rollout of RFID in its supply-chain in 2007. A rapidly growing number of suppliers is tagging pallets delivered to the retailer. And based on the results of this year's case-tracking trial, METRO Group has plans to push the tracking of cases starting in 2008. Learn the results of METRO's years of investigation into RFID, why it's moving forward now and what this means for suppliers around the world.



MAJOR Jens Moelvig
 Danish Defense Acquisition and
 Logistics Organisation



RFID Enhances Joint U.S.-Danish Military Operations

Though a small country, Denmark invested in an active RFID system to track consignment containers during long-distance transportation for its international military operations after trials revealed the technology could help prevent the lost of assets in the supply chain. In this session, hear from the NATO logistics officer who oversaw the project, why he chose to use RFID, and where and how Denmark plans to use passive RFID technology soon.



Stephane Pique
 European Director of
 EPC/RFID



Europe and RFID Adoption

Electronic Product Code technologies and standards are starting to make inroads in Europe. The European Director of EPC/RFID for GS1 Europe explains how newly developed data-sharing standards will make it possible for supply chain partners to share data securely and achieve benefits never possible before. He will also discuss how his organization is promoting adoption and encouraging regulatory bodies to change the rules governing the use of the UHF spectrum.



Comp TIA RFID+ TRAINING AND CERTIFICATION This accelerated one-day course lets you gain high-quality industry certification preparation training in record time. The course provides one-day, intensive, instructor-led training using state-of-the-art RFID equipment on 6 Nov., and includes the RFID+ Certification Exam on 7 Nov. or a voucher for taking the test at a future date. Participants who want to take the certification exam on-site will have an opportunity to register for one of three slots.

6 November

07:30 - 08:00	Breakfast
08:00 - 09:00	RF Physics
09:00 - 10:00	Standards and Regulations
10:15 - 12:15	RFID Hardware: tags, readers, peripherals
12:15 - 13:00	Lunch
13:00 - 14:00	Design Selection
14:00 - 17:00	RFID Field Deployment: site analysis, installation, testing, troubleshooting

7 November - Testing Slots

06:30 - 08:30	Testing Slot 1
12:30 - 14:30	Testing Slot 2
15:00 - 17:00	Testing Slot 3

See Web site for details

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The ONLY Conference Program Designed to Help You

PRECONFERENCE SEMINARS



RFID Journal University

The RFID Journal University Preconference Seminar is designed for attendees who are new to radio frequency identification and who want to gain a basic introduction to the fundamentals of RFID, including an understanding of RFID hardware and software, regulatory and standards issues, and how to build a business case for deploying RFID. You will also see a live demonstration of how different materials affect the ability to read tags and how these challenges can be overcome.

- ▶ 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 EPC Network Standards

RFID in the Cold Chain

Radio frequency identification is delivering huge value in the cold chain by enabling companies to better track the temperature of goods automatically and to intervene when products are exposed to temperatures outside acceptable ranges. This preconference seminar is designed to educate end users and RFID implementers about the benefits of using RFID in the cold chain and the technology needed to achieve those benefits today.

- ▶ RFID's Role in the Cold Chain
- ▶ Making RFID Work in the Cold Chain
- ▶ Utilizing Semi-Passive RFID Tags for Monitoring the Conditions of Fresh Products in Transit
- ▶ Using RFID Temperature Sensors
- ▶ Quantifying RFID's Cold-Chain Benefits



EECC Training Session

GS1 Germany, Deutsche Post World Net, Karstadt Warenhaus and Metro Group founded the European EPC Competence Center to make the experience they already gathered with RFID available to other companies. In September 2005, EPCglobal certified the test center as an EPCglobal Performance Test Center. Experts from the Center will provide educational training to those who want to understand how EPC technologies can be used to achieve business benefits today.

- ▶ Technical Challenges of RFID
- ▶ Standards & Tagging Requirements
- ▶ Experiences on Tag Performance
- ▶ Data Exchange and Communication with EPC



AIM Auto-ID Seminar

Radio frequency identification is part of a suite of automatic identification technologies. This preconference seminar is designed for systems integrators, value-added resellers and end users who want to understand how and where RFID can deliver value and how it can be part of an overall solution that includes bar codes and other auto-ID technologies.

- ▶ New Developments for the Classic Bar Code
- ▶ An Update from AIM Europe's RFID Experts Group
- ▶ Choosing the Optimal RFID System
- ▶ UHF Gen 2's Impact on Business Processes and Potential ROI
- ▶ Predicting the Growth of Auto-ID Markets
- ▶ Synchronizing All Your Auto-ID Systems
- ▶ The Value of Privacy Enhanced RFID for B2B Solutions
- ▶ Using RFID to Drive Picking Accuracy to 100%

MANUFACTURING/OPERATIONS



Opening Production Monitoring Doors with RFID

Vicaima, a Portuguese manufacturer of doors and frames, is using UHF tags to monitor production at its plant to reduce costs and improve efficiencies. The company expects to cut production costs by 1.5 percent annually by automating many processes. Hear how Vicaima deployed RFID in the production lines and how it plans to expand the system to its logistics centers.

SPEAKER: FILIPE FERREIRA, General Manager, Member/Board of Directors, Vicaima

TAKEAWAYS:

- Understanding the benefits of using RFID to monitor production costs
- Opportunities to streamline warehouse operations with RFID



Leveraging RFID in Aerospace

Rolls-Royce is supporting its customers as they face a challenging environment, with budget restraints and deployment costs requiring innovative solutions. The company performed a series of global asset visibility trials to understand the technical and integration challenges of active and passive RFID systems, allowing its customers to meet RFID mandates and maximise business benefits.

SPEAKER: ANDREW HIGGINSON, Logistics Service Line Manager, Rolls-Royce

TAKEAWAYS:

- The benefits of using active and passive RFID systems in the aerospace supply chain
- How to integrate active and passive RFID systems to achieve greater efficiencies



Real-World RFID Manufacturing Solutions

How and where can RFID be used today to improve manufacturing operations? And what solutions are available today that can deliver value, and a return on investment, in a reasonable period of time? This session highlights existing real-world solutions that can deliver value to your company today.

SPEAKER: RHEA WESSEL, Contributing Writer, RFID Journal

TAKEAWAYS:

- An understanding of the solutions that exist today for manufacturers
- Insights into challenges of deploying RFID in a manufacturing environment, and how to overcome them



Removing Barriers to RFID Adoption in Civil Aviation

The Aero-ID Programme at Cambridge University is sponsored by 16 players in the aerospace industry, as well as standards bodies, IT services providers and RFID systems integrators. In this session, you will hear the results of extensive research in real-world environments into RFID's role in such areas as product life-cycle management and manufacturing operations.

SPEAKER: ALAN THORNE, Senior Technical Officer, Aerospace ID Programme, Cambridge University

TAKEAWAYS:

- Exclusive results of 18 months of research into the use of RFID in the aerospace industry
- Insights into the obstacles to RFID adoption within the aerospace industry



RFID Is Fit to Track Clothes

After completing a successful UHF item-level test, Lemmi Fashion, a children's apparel house in Germany, began implementing UHF for its entire customer delivery operations. Hear the challenges the company faced in implementing the system at a time when most retail partners are not moving toward any real applications within their own store-level operations.

SPEAKER: GÖTT PFEIFFERLING, CIO, Lemmi Fashion

TAKEAWAYS:

- How to use RFID to improve shipping accuracy
- How to overcome the challenges of deploying UHF systems in the supply chain



SUPPLY CHAIN/INVENTORY MANAGEMENT



RFID's Benefits in the Cold Chain

Apo Conerpo, a leading Italian fresh fruit producer, and Conad, a major retailer, used RFID to monitor cold-chain parameters across the entire fresh fruit supply chain and to capture the flow time of cases of cherries to pinpoint weaknesses in the cold chain. The partners developed a probabilistic approach to assessing performance, which will lead to fresher and safer products.

SPEAKERS: MONICA GUIZZARDI, Chief Quality Officer, Apo Conerpo
ROBERTO MONTANARI, Professor of Engineering, University of Parma

TAKEAWAYS:

- How and where RFID can be used in the cold chain to deliver real-world benefits



Lowering Risk in the Gold Supply Chain

Dubai-based TJS dmcc developed an innovative RFID system that lowers the risk of financing gold purchases. The solution uses 13.56 MHz RFID tags to track and trace jewelry items affixed with tamper-evident tags. Learn how this not only reduced the risk of financing but also lowered labor costs and inefficiencies, providing a competitive alternative to traditional loans.

SPEAKER: GABRIEL NASSER, IT Director, The Jewelry Store

TAKEAWAYS:

- How to use RFID in the jewelry supply chain
- Improving security and safety with RFID systems



Transitioning from Bar Codes to RFID on the Retail Floor

Dutch bookseller BGN Selexy began using passive RFID tags at two of its 40 locations and reduced the time needed to take inventory by 85%. But to implement RFID throughout its other locations, the company had to devise a cost-effective method for switching from bar codes to RFID labels. Hear how BGN Selexy made the transition and how doing so reduced its tag costs by 35%.

SPEAKER: JAN VINK, Director ICT, BGN Selexy

TAKEAWAYS:

- Understanding how to address the challenges of changing from bar codes to RFID tags
- Best tips for achieving ROI within your supply chain with RFID



How RFID Shortens Turnaround Times and Boosts Productivity

Dutch wholesale grocer and supermarket Schuitema uses RFID to get fresher cut vegetables to the consumer. The company logs temperature readings with real-time RFID data to enable "first expiry first out" (FEFO), as opposed to the "first in first out" (FIFO) process. Learn why Schuitema plans to tag 18 million crates and how open standards for data sharing drive value.

SPEAKER: ROVER VAN MIERLO, Director of Logistics, Schuitema N.V.

TAKEAWAYS:

- Tips on how to make the fresh supply chain more transparent
- How to best share relevant data and keep private data private



Compensating for Less than 100% Read Rates

RFID tags cannot be read every single time under every condition. Tags on products made of water and metal or on cases in the middle of pallets of RF-unfriendly products are often missed when a pallet goes through a portal. Learn how end users are designing systems and business processes to compensate for less than perfect read rates and achieve their business goals.

SPEAKER: MARK ROBERTI, Editor, RFID Journal

TAKEAWAYS:

- Insights into the newest products designed for RF-unfriendly environments
- Understanding how to overcome the challenges of tagging water and metal products

DISTRIBUTION/LOGISTICS



Using RFID to Better Monitor Temperature-Sensitive Products

DHL developed an RFID-enabled temperature-monitoring system that lets pharmaceutical manufacturers know when the temperature of a shipment of drugs rises too high, allowing them to intervene before the shipment is ruined. The solution could save drug companies millions of dollars a year, and engenders customer loyalty for the service provider.

SPEAKER: KEITH ULRICH, Director Technology & Innovation Management, Deutsche Post World Net

TAKEAWAYS:

- The challenges and benefits of using RFID to monitor the temperature of shipments
- How to set up a temperature-monitoring RFID system



Taking the Myth Out of Real-Time Locating

While RFID is on its way to being ubiquitous, real-time location systems (RTLS) are still relatively rare. One reason for this may be the cost for the corresponding infrastructure. New approaches to RTLS offer a better value and may lead to improved dissemination of these systems. The presentation will focus on new available approaches and compare accuracy as well as associated costs.

SPEAKER: DIETER UCKELMANN, Manager, RFID Application and Demonstration Center, Log Dynamics Lab

TAKEAWAYS:

- Benefits of using real-time location systems
- Insight into the new applications associated with real-time location



How Sony Is Reducing Shrinkage with a Video-RFID System

To help reduce shrinkage, increase efficiency and resolve shipping disputes with its retailer customers, Sony has installed an RFID-based video surveillance system at its largest European distribution warehouse. Learn how the system dramatically increases ROI through process improvements enabled by combining video recognition with RFID.

SPEAKER: WOLFGANG SCHOENFELD, Senior Manager Logistics Europe, Sony

TAKEAWAYS:

- How to use RFID to cut supply-chain losses
- How to integrate RFID with other security systems



The Value of Tracking Returnable Transport Items

Container Centralen, a leading Danish provider of returnable transport items, has been running pilots with two large retailers to assess the value of using RFID to track dollies and crates in the supply chain. It is tracking RTIs in the European flower industry. Learn the results of these important pilots and how the company plans to move forward.

SPEAKER: TONNY GRAVESEN, Chief Operations Officer, Container Centralen A/S

TAKEAWAYS:

- How to cut costs using RFID with returnable assets
- How to integrate RFID within your supply chain



How Central Bookhouse Implemented Item-Level Tagging

This case study looks at how Central Bookhouse implemented item-level RFID tagging, allowing the retailer to track each book from its central warehouse to the retail floor. Attendees will learn what it takes to bring RFID solutions to maturity, how to scale the solution, and how to choose the tags, the data to be put on the tags and the label applicators.

SPEAKER: RONALD JANSSEN, CIO, Central Bookhouse

TAKEAWAYS:

- The challenges and benefits of using RFID for item-level tagging
- Insight into the best solutions for implementing RFID at the item-level

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As of 24 Aug. 2007

8 Reasons to Attend RFID Journal LIVE! Europe 2007

- 1 Gain critical insights about how you can leverage RFID technology to boost sales and cut costs.
- 2 Learn how to use RFID to impact business processes in key functional areas: IT/Infrastructure, Supply Chain/Inventory Management and Distribution/Logistics.
- 3 Hear from the leading early adopters who will talk objectively about how RFID can—and can't—help your company improve the way it does business.
- 4 Learn from detailed and objective case studies, presented by end users from your industry.
- 5 Get the inside track on the latest innovations from the leading technology companies.
- 6 Gain a broad understanding of where your competitors are on the adoption curve—and where your industry is headed.
- 7 Network with early adopters and thought leaders in your industry, as well as across other industries, giving you the opportunity to learn from the successes and failures of others.
- 8 Educate your entire cross-functional team. Our group discount makes it affordable!

6 Save €100 When You Register by 28/9. Plus, Save an Extra 10%—Use Promo Code: LEABR



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Three or more employees registering from the same company at the same time may be eligible for a 20% group discount. Please note, group discounts are not combinable with any other offer.

Payment Information:

All attendees must pay VAT fees, except those who represent a Dutch company registered for VAT in The Netherlands. Payment for phone registration can be made to +1 631.249.4960 from 08:30 - 17:00 EST, Monday - Friday by credit card (Master Card, Visa or American Express) or check by 26 October 2007. Checks should be made payable to: RFID Journal, LLC. If you have any questions about these payment options, please e-mail: EuropeReg@rfidjournal.com.

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Learn How to Benefit from RFID from These and Other Industry Leaders

KEYNOTE SPEAKERS



Carlo K. Nizam



Christian Plenge



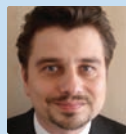
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Stephane Pique



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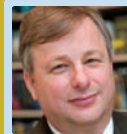
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Andrew Higginson



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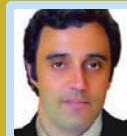
Ronald Janssen



Monica Guizzardi



Keith Ulrich



Filipe Ferreira



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RFID Journal LIVE! Europe
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Don't Miss the RFID Event in Europe

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