

RFID JOURNAL LIVE! MIDDLE EAST



OCT. 5, 2010
Fairmont Bab Al Bahr
ABU DHABI
UNITED ARAB EMIRATES

**COMPANIES ACROSS THE MIDDLE EAST ARE
ACHIEVING REAL BUSINESS BENEFITS WITH RFID—
MEET THE LEADING END USERS AND SOLUTION
PROVIDERS THAT CAN SHOW YOU HOW**

HEAR REAL-WORLD CASE STUDIES FROM THESE AND OTHER SPEAKERS:



Carlo K. Nizam



Alexious Mulemba

شركة الإمارات للسيارات
Emirates Motor Company



Ahmed Al-Anezi



Reza Shibli

TAGSTONE
wireless business intelligence.

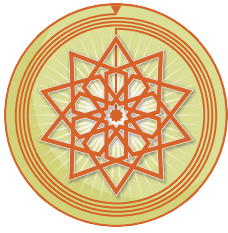


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WELCOME

Dear Colleague



We have a great program lined up for the second annual RFID Journal LIVE! Middle East conference and exhibition, the premier technology event in the region. RFID is an important technology that is delivering real business benefits to companies across the Middle East in your industry. Don't miss the opportunity to learn how your firm can begin achieving the same business benefits today.

This is a unique opportunity to hear from industry leaders that are employing radio frequency identification to improve the way they do business. At this event, you will also see the latest RFID technology solutions from Active Identity, BA Systems, Motorola, TagStone, TrackIT Solutions and other world-class technology providers.

We hope you will join us for this important event. When you register before Sept. 24, you will save \$200 off rates. Plus, if you use promotional code MWAW when registering, you will receive an additional 10% savings. Teams of three or more registering together from the same company will receive a 20% discount.

Thank you for your time and consideration. **I hope you will join us in Abu Dhabi on Oct. 5 for this special event.**

Yours,

Mark Roberti, Founder and Editor, RFID Journal

RFID JOURNAL

THE WORLD'S RFID AUTHORITY

ABOUT RFID JOURNAL

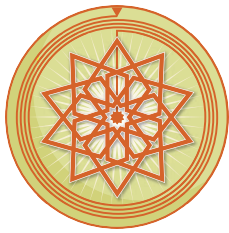
RFID Journal is the leading independent media and events company devoted solely to radio frequency identification and its many business applications. RFID Journal's mission is to help businesses use RFID technologies to improve the way they do business, with timely news, strategic analysis and case studies online—in print, online and at face-to-face events worldwide.

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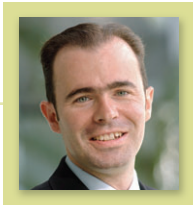
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AGENDA | OCT. 5

8:45 AM WELCOME AND INTRODUCTION

SPEAKER: Mark Roberti, Founder and Editor, *RFID Journal*



9:00 AM OPENING KEYNOTE: AIRBUS REVEALS THE BENEFITS OF AN ENTERPRISE APPROACH TO RFID

Airbus, the 2008 RFID Journal Award winner for best implementation, has been pioneering best practices in the adoption of RFID by deploying the technology as “business radar” across all aspects of its business, including supply chain logistics, transportation, manufacturing and aircraft in-flight operations. This approach, which leverages a passive and active RFID reader infrastructure for multiple applications operating on a common software platform, has yielded significant benefits. The head of the company’s RFID program will explain some ways in which Airbus leverages its RFID “business radar,” as well as some of the benefits the technology helps to deliver.

SPEAKER: Carlo K. Nizam, Head of Value Chain Visibility and RFID, **Airbus**

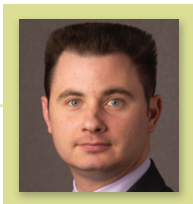


9:45 AM AN A-Z ROADMAP FOR LAUNCHING AN RFID PROJECT

RFID technologies can benefit your company in many different ways, but knowing how and where to begin can be confusing. In this session, learn how to identify potential applications within your business, and how to build a business case that justifies the investment with a strong return. The presenters will help you understand the technology landscape by explaining who the leading hardware and software providers are, as well as help you build a project team and select a solution that will deliver value. In addition, real-world deployments will be used to illustrate how RFID is helping companies in the Middle East improve the way they do business.

SPEAKERS: Reza Shibli, Director of Product Marketing, **TagStone**

10:30 AM REFRESHMENT BREAK IN EXHIBIT AREA



11:00 AM SUCCESSFUL RFID CASE STUDIES FROM THE MIDDLE EAST

Motorola and its partner, TrackIT Solutions, have been involved in a wide variety of deployments across the region. In this session, find out how RFID is being successfully used in the financial sector, government agencies and the energy sector, as well as heavy engineering and manufacturing. Hear lessons learned and best practices from the leading RFID experts in the region.

SPEAKERS: Andy McBain, Senior EMEA Product Manager, **Motorola**
Soma Sekhar, CEO, **TrackIT Solutions FZ LLC**



11:30 AM INTEGRATED PHYSICAL RESOURCE TRACKING FOR ENTERPRISES

Identifying objects with RFID is the easy part. Using collected information about the locations of specific objects to drive business value is the key to any successful RFID deployment. In this session, learn how to build a successful software architecture that enables RFID data to be used by existing back-end systems or new RFID applications to lower costs, streamline business processes, improve customer service or otherwise add value.

SPEAKERS: Husain Ragib, CAO, **TrackIT Solutions FZ LLC**

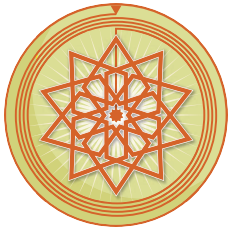
12:30 PM LUNCH IN THE EXHIBIT AREA

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2:00 PM TRACKING QUALITY WITH RFID AT SAUDI POST CORP.

Saudi Post Corp. (SPC) is currently undergoing one of the largest and most pioneering business transformation programs ever seen in the Middle East. A recognized leader in applying RFID technology in the region, SPC will discuss its semi-active RFID project, and reveal how it is being used to track and trace valuable mail.

SPEAKER: Ahmed Al-Anezi, MQM, Bs.ASQ, Director of Quality Management, **Saudi Post Corp.**



2:45 PM ACHIEVING REAL BUSINESS VALUE FROM RFID

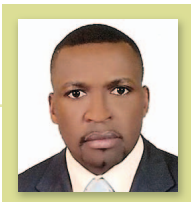
Game-changing technologies enable early adopters to gain a competitive advantage and drive shareholder value. Leading companies in many industries are gaining that advantage today with RFID. This session will focus on how firms are working with their key partners on large-scale strategic RFID implementations. Hear industry best practices that achieve real business value through the use of RFID, and learn why now is the best time to act.

MODERATOR: Mark Roberti, Founder and Editor, **RFID Journal**

PANELISTS: William Mapp, President, **BA Systems, LLC**

Georges Khalil, Managing Director, **Active Identity**

3:30 PM REFRESHMENT BREAK IN EXHIBIT AREA



4:00 PM TRACKING VEHICLES AND REDUCING COSTS WITH RFID

Emirates Motor Co., a member of the Alfahim Group, the world's largest Mercedes Benz facility, sought a solution to decrease the amount of time it took to locate vehicles within its 93,000-square-meter service center. Locating vehicles at the facility took between 30 to 45 minutes per car before an RFID-enabled solution was implemented. In this session, hear how the firm is using RFID to track vehicles from the time a customer arrives at the active service reception, as well as while that car is being repaired in the service center, and to speed up delivery once work is completed. The locating of vehicles has been reduced to 5 to 10 minutes per car, thereby increasing technicians' productivity, efficiency and utilization. Hear how the company's non-productive staff cost has decreased by 25 percent, with an overall increase in customer satisfaction scores to 95 percent.

SPEAKER: Alexius Mulemba, Group Information Technology Manager, **Alfahim Group**



4:45 PM THE STATE OF RFID ADOPTION GLOBALLY

As the editor of RFID Journal, Mark Roberti has had a unique view of the RFID industry's development around the globe. In this presentation, Roberti will bring attendees up to date on the state of adoption worldwide, share insights into which industries are adopting RFID most quickly and explain which factors are currently driving adoption.

SPEAKER: Mark Roberti, Founder and Editor, **RFID Journal**

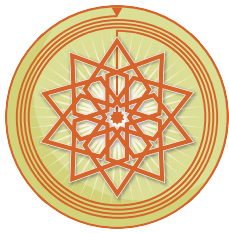
5:30 PM CONFERENCE ADJOURNS

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