



# RFID Journal LIVE! Canada

## Second Annual Conference & Exhibition

**RFID**  
JOURNAL  
THE WORLD'S RFID AUTHORITY

IN  
PARTNERSHIP  
WITH

**EPCglobal**  
Powered by GSI Canada

November 26-28, 2007  
Toronto Congress Centre

# LEARN HOW YOUR COMPANY CAN BENEFIT FROM RFID

**HEAR THESE AND OTHER INDUSTRY LEADERS  
DETAIL HOW RFID CAN IMPROVE YOUR BUSINESS:**



Andrew Cree



Ron Bone



Khaled Haram



Curt Smith



Nicole O'Connor



### LEARN HOW TO:

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

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# Attend the RFID Event for Companies in Canada

## Dear Colleague,

Radio frequency identification and Electronic Product Code technologies are evolving rapidly, as are the ways companies are using them to drive business value. In the past year, new 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.

There is only one event where companies doing business in Canada can learn how to leverage RFID and EPC—the second annual RFID Journal LIVE! Canada, produced by RFID Journal in partnership with EPCglobal Canada. The event will be held November 26 - 28, 2007, in Toronto and is designed specifically to address the unique needs of Canadian companies.

### IF YOU ARE DOING BUSINESS IN CANADA, YOU CAN'T AFFORD TO MISS THIS EVENT.

This year's program features 3 main conference tracks tailored to meet your needs across:

- ▶ **Supply Chain Management**
- ▶ **Retail**
- ▶ **Manufacturing**

### BY ATTENDING, YOU'LL:

- ▶ Hear top-name speakers from companies like Wal-Mart, McKesson and Handleman detail where RFID can—and can't—help improve the way you do business
- ▶ See objective case studies presented by early adopters in Canada and the United States who will share their insights
- ▶ Network with your peers and find out where Canadian companies are on the adoption curve
- ▶ Experience the latest RFID products designed to address real business problems
- ▶ 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! Canada 2007 will deliver a return on investment by showing you how to use RFID to cut costs and increase sales.

## Register Early for Maximum Savings

We look forward to hosting you in Toronto on November 26-28.

Sincerely,



Mark Roberti  
Founder and Editor  
RFID Journal



Art Smith  
President and CEO  
EPCglobal Canada



### 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 companies use RFID technologies to improve the way they do business with timely news, strategic analysis and case studies online, in print and at events around the world.

[www.rfidjournal.com](http://www.rfidjournal.com)



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### ABOUT EPCglobal Canada

EPCglobal Canada is a wholly-owned subsidiary of GS1 Canada, the not-for-profit, industry-led GS1 member organization that promotes and maintains global standards for the identification of goods. EPCglobal Canada holds the exclusive rights to assign Electronic Product Code™ (EPC) numbers, which will allow Canadian companies to better manage their supply chains from beginning to end, resulting in an increase in productivity and profit. In addition, EPCglobal Canada supports pilot testing, and implementation of products and services related to Electronic Product Code/Radio Frequency Identification (EPC/RFID) EPC technology, including certification and compliance testing. For more information visit:

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## Keynote Speakers



**Nicole O'Connor**  
Director, ISD



### RFID and the Canadian Retail Experience

Wal-Mart has pioneered new RFID applications for reducing out of stocks, improving the execution of in-store promotions and streamlining supply chain processes. Wal-Mart Canada has been working with some of its major suppliers to explore the viability of these applications in a Canadian context. Hear how the learnings from the U.S. rollout are impacting the way Wal-Mart and its partners are deploying RFID in Canada, and how Canadian suppliers can benefit from collaborating with Wal-Mart on its RFID supply chain initiatives.



**Ron Bone**  
Senior VP, Distribution Support



### Privacy, Security, Anticounterfitting and RFID

There are many areas where RFID technology could play an important role. These include preventing terrorists and weapons of mass destruction from being smuggled into the country through ports or across the border, making sure drugs sold into the United States are not counterfeit and ensuring the safety of food entering Canada. At the same time, Canadian companies must adhere to the country's privacy laws. In this session, our panel of experts will address how and where to use RFID to address counterfeiting and anti-terrorism issues, while also protecting the consumer's right to privacy.

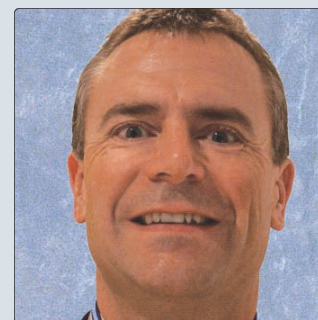


**Khaled Haram**  
Senior VP, CIO



### Leveraging EPC in the Entertainment/Media Supply Chain

Handleman Company serves mass merchandise retailers by supplying music CDs, DVDs, video games and more. With \$1.3 billion in annual revenue, it's one of the largest distributors of entertainment and media discs in the world. Handleman has integrated RFID into the production line at one of its facilities and uses the tags to gain supply-chain visibility. Learn how RFID can help companies take cost out of the entertainment industry supply chain and improve on-shelf availability—a crucial concern in an industry where demand for movies, music and computer games can be extremely volatile.



**Andrew Mitchell**  
Director, Wireless Solutions



### RFID-Enabling Existing Enterprise Applications: How to Leverage the Investment in Your Current IT Tool Set

This sessions explains how companies in a variety of industries have achieved significant benefits by RFID-enabling existing enterprise applications, such as ERP and asset-management systems. Learn how to leverage the benefits of RFID technology to create a more responsive end-to-end supply chain, and how closed-loop RFID solutions can ready your enterprise for supply-chain optimization. Plus, hear how passive and active RFID, combined with real-time location systems, can be introduced without disrupting your existing business processes.



**CompTIA 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. It will be held on Nov. 26, followed by the RFID+ Certification Exam on Nov. 27. A voucher is available for those 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.

#### November 26

7:30 AM - 8:00 AM	Breakfast
8:00 AM - 9:00 AM	RF Physics
9:00 AM - 10:00 AM	Standards and Regulations
10:15 AM - 12:15 PM	RFID Hardware: Tags, Readers, Peripherals
12:15 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	Design Selection
2:00 PM - 5:00 PM	RFID Field Deployment: Site Analysis, Installation, Testing, Troubleshooting

#### November 27 - Testing Slots

6:30 AM - 8:30 AM	Testing Slot 1
12:30 PM - 2:30 PM	Testing Slot 2
3:00 PM - 5:00 PM	Testing Slot 3

See Web site for details

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## PRECONFERENCE SEMINARS



### RFID Journal University

New to RFID? Here's your opportunity to gain a basic introduction to the fundamentals. You'll learn the differences between the various classes of tags, including active and passive systems. Find out when additional IT systems are needed to build upon RFID in real-world applications. Gain an understanding of the EPCglobal Network, the future of ISO standards, ETSI reader regulations and the latest standardization efforts worldwide. Learn about the relationship between different standards in the area of RFID and EPC, understand hot industry buzz words, see a live demo of RFID in action and so much more. Find out what all the buzz is about at this unique seminar designed to give you an introduction and understanding of RFID technology.

You'll learn:

- ▶ The fundamentals of RFID
- ▶ The differences between the various types of RFID systems (active, passive, etc.)
- ▶ The latest standardization efforts worldwide
- ▶ Real-world implementation issues and how to overcome them
- ▶ Regulations around the world that affect RFID systems
- ▶ How to use EPCglobal network standards to share data with supply chain partners
- ▶ The major applications for RFID in different industries
- ▶ How to build a business case for using RFID
- ▶ Industry buzz words and what they mean
- ▶ PLUS, YOU'LL SEE A LIVE DEMONSTRATION OF RFID IN ACTION!

### RFID's Role in Improving Hospital Operations

Leading-edge hospitals are using RFID to track patients, surgical sponges, scalpels and other equipment to reduce medical errors and potential law suits. Others are tracking high-value assets and setting up automated maintenance routines to improve operational efficiencies. Learn how different RFID systems can be used today to reduce costs and achieve improved patient outcomes.

Topics include:

- ▶ RFID basics — understanding the fundamentals of the technology
- ▶ How patient tracking reduces labor and improves care
- ▶ Locating hospital assets in real time
- ▶ How to choose the right RFID technology for your needs
- ▶ Taking an infrastructure approach to RFID to improve your ROI
- ▶ The role of EPC standards in hospital systems and how to plan for long-term adoption
- ▶ And much more



### RFID Technology - Small Investment for Big Benefits A Special Seminar for Small and Medium-Sized Enterprises Sponsored by the Government of Ontario

Radio frequency identification (RFID) technology is being adopted by many large companies across North America, including Loblaw's, Wal-Mart, Procter & Gamble and Ford Canada. But RFID is not just for big companies. Small and medium-size enterprises (SMEs) need to understand how to meet tagging requirements from their customers and how they can benefit internally and remain competitive. This comprehensive, half-day vendor-neutral RFID seminar will provide you with the information you need to use RFID to achieve significant benefits and comply with tagging requirements.

Topics include:

- ▶ RFID basics — understanding the fundamentals of the technology
- ▶ EPC standards and how they create value for retailers and suppliers
- ▶ Real-world implementation issues and how to overcome them
- ▶ How to tag goods for retail customers
- ▶ How to associate EPCs with products and generate advance shipping notices automatically
- ▶ Where SMEs can achieve an ROI from RFID
- ▶ How to use EPCglobal network standards to share data with supply chain partners
- ▶ And much more

## RETAIL



### Reduce Stocks and Improve In-Store Promotions with RFID

A pilot led by Loblaw Companies and suppliers such as Maple Leaf Foods, General Mills Canada, Kruger Products (formerly Scott Paper) and Unilever Canada revealed significant benefits. Hear the key learnings and how they can help companies as they prepare their short- and long-term supply chain strategies.

**SPEAKERS:** ANDREW CREE, Senior Mng., Supply Chain and Transportation Systems, Loblaw's Companies; DAVID WILKES, Senior VP, Canadian Council of Grocery Distributors

**TAKEAWAYS:**

- Insight into the latest findings on the benefits of RFID in the retail/CPG sector
- Understanding how new business processes driven by RFID can deliver big benefits



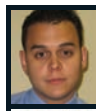
### Wegmans Advances RFID/EPC in the Pharmaceutical Industry

Wegmans is creating a retail pharmacy solution for tagging prescriptions as they are dispensed and managing/ monitoring the items until they are picked up by the customer. Wegmans' expects benefits in labour efficiencies, work station visibility, safety and better customer service. All prescriptions at the store will be tagged, including in-store fills and prescriptions filled by their central fill facility.

**SPEAKERS:** DEBORAH PARKER, RPH Director - Pharmacy Operations, Wegmans Food Markets, Inc.; MIKE MERULLA, Application Development Manager - Pharmacy Systems, Wegmans Food Markets

**TAKEAWAYS:**

- How to create track-and-trace capabilities to ensure customer safety



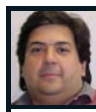
### The Benefits of RFID in a Franchise Corporate Model

Dollar Chest, a growing chain of dollar stores, is using RFID to streamline product visibility. It's leveraging RFID to automatically record the movement of products both at third-party warehouses and at franchised stores, allowing Dollar Chest to operate more efficiently. Hear why the franchise decided to use RFID and how it implemented the technology throughout its stores.

**SPEAKER:** ALEX LABARCES, VP & CIO, Dollar Chest Stores

**TAKEAWAYS:**

- An understanding of how to implement RFID at the franchise level
- How to integrate RFID within retail floor and warehouse operations



### Staples Uses Active RFID for In-Store Tracking and Security

Staples Business Depot, the 270-store supplier of office products, recently tested RFID for tracking shrinkage and high-value products inside a large Montreal retail store. This follows extensive testing of passive tags for supply chain tracking.

Hear where the company found the most potential for each type of RFID tag and where Staples is planning to deploy each.

**SPEAKER:** JOE SOARES, Director of Process Engineering, Staples Business Depot

**TAKEAWAYS:**

- Insights into the benefits of using active RFID for product visibility on the retail floor
- Understanding the benefits of using both active and passive tags in retail operations



### Key Applications for Using RFID Data Across the Value Chain

Retailers and suppliers are starting to share data. But what data can be collected, how can it be used and what applications are available to leverage valuable RFID data to create business benefits? In this session, you'll learn about electronic proof of delivery, automated shipping, promotional display tracking and other applications that can benefit your business today.

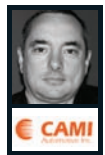
**SPEAKER:** MARK ROBERTI, Founder & Editor, RFID Journal

**TAKEAWAYS:**

- An understanding of the various applications on the market that can leverage RFID data
- Ways to use RFID data to create business benefits today



### SUPPLY CHAIN MANAGEMENT



#### GM/Suzuki Factory Accelerates Vehicle Production Via Active RFID

CAMI Automotive, a joint venture between Suzuki Motor Corp. and General Motors of Canada, is using an RFID real-time locating system to optimize operations at a plant that produces 250,000 vehicles per year. The system accelerates the processing of receiving parts deliveries and ensures that the right parts are brought to the right assembly line work station just in time.

**SPEAKER:** MICHAEL DENOMME, Chief Technologist, CAMI Automotive, Systems Architect, EDS Canada

**TAKEAWAY:**

- Best practices for using real-time locating systems to increase production and reduce inventory
- The ROI of RFID in a logistics environment



#### Finding Benefits in Meeting Customer RFID Mandates

Nav-Aids, a Montreal-based company that manufactures aircraft testing equipment and accessory kits, realized the importance of implementing RFID in its supply chain in order to maintain its relationship with the U.S. Department of Defense. In this session, hear how the company went through the implementation

process and found business benefits in meeting the RFID tagging requirements.

**SPEAKER:** ROBERT MARSHALL, Quality Program Manager, Nav-Aids

**TAKEAWAYS:**

- Best practices for meeting RFID tagging mandates
- How to use RFID tags required by customers to improve internal inventory management



#### RFID-Enabled Vending Machines Track Inventory

S2C Aquaduct, a water bottle company has employed RFID to dispense five-gallon jugs of water and process deposit refunds automatically to customers. In this session, hear how the company circumvented metal interference with the tags and where they found the most benefits with the implementation.

**SPEAKER:** ROD BARTLETT, President & CEO, Aquaduct

**TAKEAWAYS:**

- Understanding the potential benefits of RFID installed in vending machines
- Tips on how to work around metal, temperature, and liquid interference



#### How to Choose the Right Middleware

Middleware is a critical component of any RFID installation. You have to be able to send commands to readers, filter data from readers and pass the information on to supply chain management and other critical applications. In this session, you will learn about the different types of middleware and the functions they perform, and gain critical insights needed for choosing the right middleware for your needs.

**SPEAKER:** MARY CATHERINE O'CONNOR, Senior Editor, RFID Journal

**TAKEAWAYS:**

- Insights into the different types of middleware products on the market today
- How to use middleware that meets your needs and can scale as your deployment expands



#### Hospital Asset-Tracking Leads to Operational Efficiencies

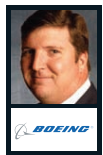
Hamilton Health Sciences, a family of hospitals serving more than 2.2 million Ontario residents, began a pilot last year to track IV pumps and other high-value mobile devices throughout its acute care center. Learn the results of this pilot and where the hospital sees the best use of RFID in its operations, and how RFID can be combined with other technologies to deliver big benefits.

**SPEAKER:** MARK A. FARROW, CIO & AVP, Hamilton Health Sciences

**TAKEAWAYS:**

- Insights into what applications of RFID deliver the most value in a hospital
- How RFID matches up against other possible technological solutions for tracking medical assets

### MANUFACTURING



#### Boeing Deploys RFID for Network-Enabled Manufacturing

Boeing Phantom Works, the airplane maker's advanced research and development group, is responsible for designing the RFID infrastructure Boeing will use for network-enabled manufacturing. Learn why BPW adopted a real-time integration platform to bring the work-floor RFID data to manufacturing back-end applications without the cost and complexity of middleware-based deployments.

**SPEAKER:** BRYAN DODS, Senior Manager of Aerostructures Manufacturing, Boeing Phantom Works

**TAKEAWAYS:**

- How to accelerate the integration of manufacturing RFID systems and back-end applications
- How the right RFID infrastructure can incorporate data from other sensory systems



#### Streamlining Production Process for Oil-Pipe Manufacturer

Tejas Tubular Products, a provider of drill pipes and other products to the oil industry, makes products certified by the American Petroleum Institute, which requires that the history of each part be documented, so it can be traced back to a specific batch of steel. Hear how Tejas uses RFID to track production, validate quality and boost efficiencies in its manufacturing operations.

**SPEAKER:** MAXIMO TEJEDA, President, Tejas Tubular Products

**TAKEAWAYS:**

- Understanding the benefits of using RFID with steel production
- Best practices for achieving high read rates within the validation process



#### BP Tracks Equipment for Safety, Efficiency at Storage Plant

BP has deployed an RFID system to track cranes and forklifts and ensure employee safety at its seven-acre storage facility in Louisiana. The active RFID system warns personnel of potential dangers from moving equipment and safeguards drivers and visitors. BP also achieves benefits from leveraging this location capability to manage offshore oil field spare parts for the Gulf of Mexico.

**SPEAKER:** CURT SMITH, Director of Applications, Chief Technology Office, BP

**TAKEAWAYS:**

- How to use active RFID to manage the location of equipment and people
- How to use the location capability of an active RFID infrastructure to manage spare parts



#### EPC in the Consumer Electronics Sector

EPCglobal standards enable accurate, immediate and cost-effective visibility throughout the lifecycle of consumer electronics products. This is crucial in an industry in which product lifecycles are short and demand can quickly spike. Learn how EPCglobal's Consumer Electronics Industry Action Group is working to address adoption issues specific to the electronics industry.

**SPEAKER:** IAN ROBERTSON, Global Industry Development Director/Asia Regional Director, EPC Global

**TAKEAWAYS:**

- Insight into the progress made toward addressing adoption issues in the electronics industry
- Understanding the benefits of using RFID/EPC technology in the consumer electronics sector



#### RFID-based Work-in-Process Visibility for Lean Manufacturers

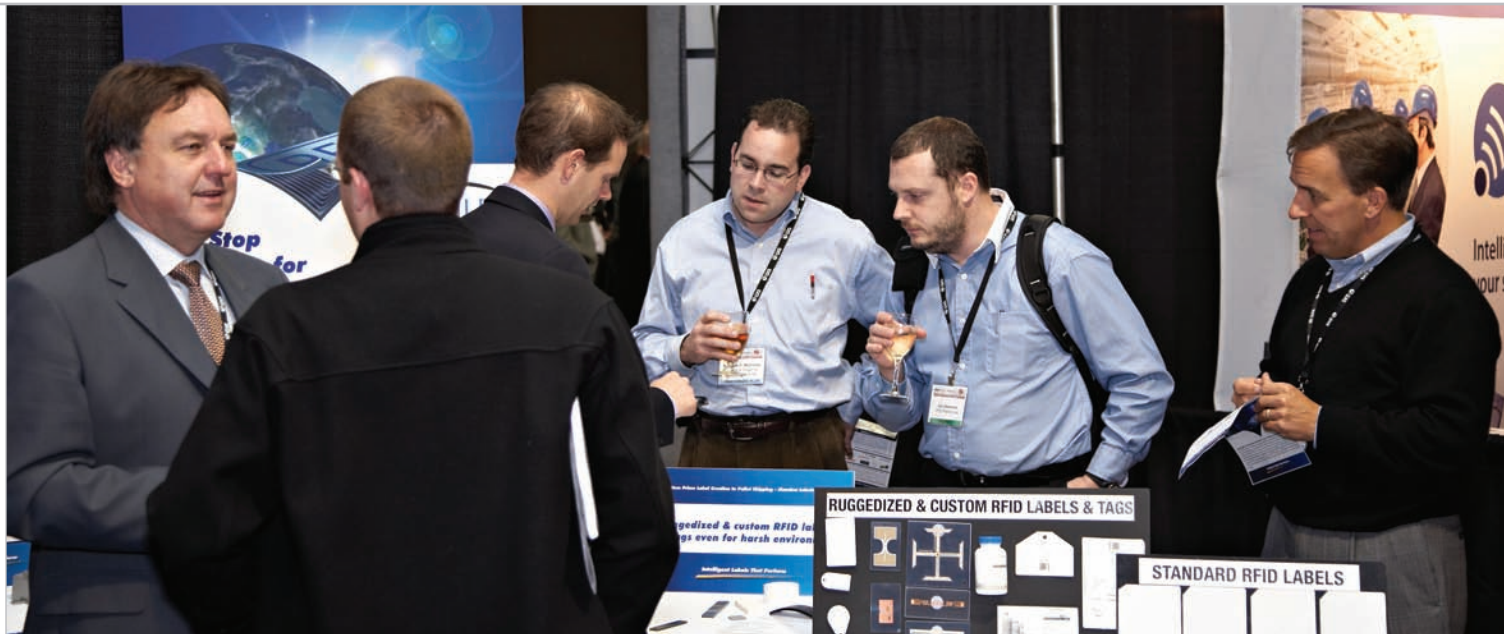
Endwave Corporation Defense and Securities Division, an aerospace and defense manufacturer, has deployed an RFID-based infrastructure to provide real-time visibility on work orders, people, parts and assets internally, as well as externally to customers and suppliers. This session explains why the company deployed the system, the technology it chose and the benefits the systems is delivering today.

**SPEAKER:** NAREN IDNANI, Director of Manufacturing, Endwave Corporation Defense & Securities Division

**TAKEAWAYS:**

- How to reduce costs and increase customer satisfaction with RFID closed-loop applications
- How to deploy RFID without complex middleware and back-end integration

# See the Latest RFID Technology Solutions



## CORNERSTONE SPONSOR



## 8 Reasons to Attend RFID Journal LIVE! Canada 2007

- 1 Hear top-name speakers from Wal-Mart, McKesson, Handleman and other leading early adopters detail where RFID can—and can't—help improve the way you do business.
- 2 Find out how your company can use RFID for internal and external benefits through detailed and objective case studies, presented by end users from various industries across Canada.
- 3 Learn how to use RFID to impact business processes in key functional areas:
  - ▶ Supply Chain Management
  - ▶ Retail
  - ▶ Manufacturing
- 4 Gain a broad understanding of where your competitors are on the adoption curve, and where your industry is headed, with data sharing-standards that could benefit all supply-chain partners.
- 5 Get the inside track on the latest RFID products designed to address real business problems, from the leading RFID technology companies in Canada.
- 6 Hear about the latest research done by early adopters and academics to solve such problems as tagging products with high liquid content or packaged in metal containers.
- 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!

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Matthew Singer | [msinger@rfidjournal.com](mailto:msinger@rfidjournal.com) | +1 212.584.9400 ext. 6

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- ▶ Keynote Address and General Sessions NOVEMBER 26-28
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- ▶ 2007 RFID Journal Buyers Guide to RFID Resources

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[CanadaReg@rfidjournal.com](mailto:CanadaReg@rfidjournal.com)

## TEAM DISCOUNT

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:

Payment by phone can be made from 8:30 am to 5:00 pm ET, Monday - Friday, by credit card (MasterCard, Visa or American Express) or company check drawn on Canadian Funds. Payments by company check must be received by November 16, 2007 and made payable to: RFID Journal, LLC. If you have any questions, please e-mail: [CanadaReg@rfidjournal.com](mailto:CanadaReg@rfidjournal.com)

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

## KEYNOTE SPEAKERS



**Ron Bone**

**MCKESSON**  
Empowering Healthcare



**Khaled Haram**

**Handleman Company**



**Andrew Mitchell**

**Bell**



**Nicole O'Connor**

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**Andrew Cree**

**Loblaws**



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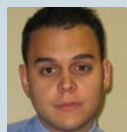
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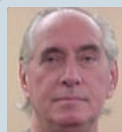
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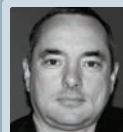
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