



## **NEWS RELEASE FOR IMMEDIATE RELEASE**

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### **Industry Leaders Unite to Benchmark the Future for RFID in the Workplace Cite Need to Understand Implementation and Purchasing Strategies Beyond Supply Chain**

**Washington, D.C – March 9, 2007** – The International RFID Business Association (RFIDba) announced today a global research initiative to quantify the direction that the RFID marketplace is likely to take in light of the recent, conflicting stories in the media on the outlook for RFID among major retailers.

Joining the RFIDba in this effort are the IEEE International Conference on RFID 2007, the European Supply Chain Institute, the IEEE Communications Society and CMP Technology, the producer of RFID World, the industry's largest conference and exhibition. The group has appointed a cross-industry advisory board to oversee the composition and administration of a multi-industry, on-line survey, expected to reach some 90,000 potential respondents in the coming weeks.

Harry P. Pappas, the Business Association's Founder and CEO, remarked: "Any shift in the RFID plans of major retailers would impact businesses globally. The time is right for the industry to come together to measure and quantify how customers and prospects view their future with RFID, sensor and wireless technologies in all areas of their businesses." He added; "We are pleased to be leading this important educational effort on behalf of end-users and the technology vendor community around the world."

According to the Association, vendors eager to expand their markets will increasingly offer business solutions using a combination of RFID, sensor and wireless business application which target business processes outside of the well-publicized supply chain efforts of the retail industry. Bill Allen, Director of RFID World for CMP Technology, stated: "CMP is pleased to be a supporter of any research initiative which benefits both vendors and end-users of RFID technologies. The findings from this project will ultimately help vendors refine their product and service offerings to address business needs in different vertical markets".

Emily Sopensky, IEEE-USA Fellow and General Chair of the IEEE RFID 2007 Conference, stated: "As businesses come to understand that RFID, sensor and wireless technologies have an extraordinary range of value when tailored to their operations, workers, including IEEE

members, will be challenged anew to develop the needed skills and knowledge to actually make these systems work.” She added: “It’s clear that the data from this research will contribute measurably to ensuring our workforces will be able to meet these challenges effectively and to remain competitive in the global economy.”

According to the business association, Europe is seen as a pioneer in the “adaptive utilization” of RFID, sensor and wireless systems, a Business Association moniker indicating innovation and compelling business value from the application of these technologies to business processes in specific industries. John Connors, Executive Director of the European Supply Chain Institute and a noted authority on supply chain optimization believes Europe is aptly poised to lead in the next wave of RFID technology adoption. He said: “In such areas as intelligent transportation systems, manufacturing automation, payment processing and the food supply chain, many European businesses have been leaders in RFID application innovation. As we survey the European marketplace, the global technology vendor community may see a bit of their future in what has already transpired throughout the European Union”

The survey can be found at [www.rfidintheworkplace.com](http://www.rfidintheworkplace.com).

### **About the International RFID Business Association (RFIDba)**

The International RFID Business Association is a not-for profit, international trade association serving the business and educational interests of technology end users globally. We help organizations improve business processes using RFID, sensor and wireless applications through vendor-neutral implementation advisory services and industry-specific education, training and certification programs. We develop these programs in partnership with end-user subject matter experts, universities, professional associations, trade groups and global conference management companies. Information on membership, customized education programs, on-line learning, market research and public policy development is available at [www.RFIDba.org](http://www.RFIDba.org) or by calling Paul Fedoronko, VP Membership at 267.681.0722.

### **About CMP Technology (www.cmp.com)**

CMP Technology is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

### **About IEEE RFID 2007**

The IEEE International Conference on RFID 2007 — IEEE RFID 2007 — is the first in a series of annual conferences dedicated to addressing the technical and policy challenges in the areas of radio frequency identification (RFID) technologies, their supporting large-scale distributed information systems, and their applications. The IEEE RFID series serves as the premier international forum addressing technologies, systems, networks, algorithms, and applications that support the development and adoption of RF-based wireless communications and identification systems.

### **About IEEE Communications Society**

The IEEE Communications Society promotes the advancement of science, technology and applications in communications and related disciplines. It fosters presentation and exchange of information among its members and the technical community throughout the world. The Society maintains the highest standard of professionalism and technical competency.

### **About the European Supply Chain Institute**

The European Supply Chain Institute, formerly the European Institute of Logistics & Transport is a not-for-profit, educational organization focused not just on logistics and transport but on the complete supply chain from manufacturing to sales to distribution. ESCI conducts research and publishes both educational handbooks and white papers for its global membership. Individual and corporate members hail from all regions of the world and a variety of industries. ESCI ([www.esciinst.org](http://www.esciinst.org)) is dedicated to providing accurate, vendor-neutral information to its members by cutting through the hype and bringing all involved the real information they require to make informed decisions.