

**RFID**  
**JOURNAL**  
**LIVE!**

**APRIL 10-12, 2018**

ORANGE COUNTY CONVENTION CENTER, **ORLANDO, FLA**

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| RFID



## Dear Colleague:

Radio frequency identification is delivering remarkable benefits for companies in retail and apparel, aerospace and defense, manufacturing, health care and other sectors.

Whether you are deploying the technology or are just starting to learn how it can help your company, I encourage you to attend RFID Journal LIVE! 2018, to be held on Apr. 10-12 at the Orange County Convention Center, in Orlando, Fla.

The event will feature the world's largest RFID exhibition, with RFID companies from the United States, Canada, Europe, Asia and Latin America. You'll see innovative new products—including a wide array of

wireless sensors—and live technology demonstrations. To view the most up-to-date exhibitor list, visit the event website [www.rfidjournallive.com](http://www.rfidjournallive.com) and click on Exhibitor List.

This year's conference, cornerstone-sponsored by SML, will feature:

- › **Eight industry-specific and how-to conference tracks**
- › **Eight in-depth preconference seminars and workshops**
- › **Two post-conference master classes**
- › **Fast-track RFID Professional Insitute certification training presented by RFID4U**
- › **The RFID Journal Awards**
- › **The co-located IEEE RFID 2018 technical conference**

Our exhibition hall will offer the industry's largest showcase of more than 200 top technology providers demonstrating the latest RFID products that could benefit your business.

Take advantage of our lowest registration pricing: Register by March 15 and save up to \$500 off the regular registration price for this unique event. Be sure to visit our website for the most up-to-date agenda, and to register: [www.rfidjournallive.com](http://www.rfidjournallive.com).

Thank you for your time and consideration. I look forward to seeing you in Orlando on Apr. 10-12.

Sincerely,

**Mark Roberti** | Founder and Editor | **RFID Journal**



## ABOUT RFID JOURNAL

RFID Journal is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things (IoT) technologies and their many business applications. Business executives and implementers depend on RFID Journal's websites for up-to-the-minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision-makers

worldwide—online and at face-to-face events. For more information, visit [www.rfidjournal.com](http://www.rfidjournal.com).

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## keynotes & general sessions



OPENING KEYNOTE  
**BOEING DEPLOYS RFID IN-HOUSE FOR  
ASSEMBLY MANAGEMENT**

**John Yu,**  
Senior Manager, Automated Identification



GENERAL SESSION  
**BENEFIT OF RFID IN THE RETAIL INDUSTRY**

**Dean Frew**  
CTO and Senior VP, RFID Solutions



GENERAL SESSION  
**GENERAL MOTORS TRANSFORMS TOOL  
TRACKING WITH RFID**

**Ronald Mills**, Director of Asset Services; **Robert Blankenburg**,  
Manager, Vendor Tooling; **Lloyd Luettk**e, RFID - Vendor Tooling  
Asset Management



GENERAL SESSION  
**INFUSING INNOVATION: HOW RFID IS HELPING  
THE AVIATION INDUSTRY**

## mobile app

### GET THE MOST OUT OF RFID JOURNAL LIVE! BY USING OUR MOBILE APP

Keep track of everything that is happening at LIVE! Organize your time effectively by using our custom-designed mobile app. Here's a look at just some of the things you can do with the app:



- View Schedule to browse sessions and select those you plan to attend.
- Search for Exhibitors, tag your favorites, request meetings, add notes, and map booth locations.
- Find the speakers you most want to hear.
- Research sessions based on topics of interest.
- Add exhibitors you need to visit to your personalized planner.
- Get exclusive updates, notifications, and show highlights from show management.

## special event features

### IEEE RFID 2018 APRIL 10-12



SPONSOR: IEEE TECHNICAL COMMITTEE ON RFID (CRFID)  
The latest scientific and technological research results will be presented for attendees at the IEEE RFID 2018 conference. Meet and learn from the scientists and engineers at the head of the RFID

research world. The talks, papers and posters you will find at the conference are selected by a thorough peer-review process performed by domestic and international experts in the field.

### CERTIFICATION TRAINING APRIL 10

RFID4U, a leading RFID training company, will offer a FAST-TRACK RFID PROFESSIONAL INSTITUTE CERTIFIED ASSOCIATE TRAINING course, featuring hands-on lessons with the latest equipment and relevant RFID deployment scenarios. This course will provide a solid foundation to design, install, configure, monitor and troubleshoot an RFID deployment, and will prepare participants for the RFID Professional Institute Certified Associate exam. The test will be delivered onsite at LIVE! 2018, so you can become trained and certified during the event.

RFID4U will also host two post-conference master classes, one focused on how to benchmark RFID hardware so that you can buy the best tags and readers for your applications, the other on developing passive UHF software applications.

### 12TH ANNUAL RFID JOURNAL AWARDS APRIL 12

SHOWCASING THE BEST OF THE RFID INDUSTRY

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of RFID, or by their introduction of a valuable new RFID product or service. Hear presentations by those who have deployed award-winning solutions.

For more information, visit [www.rfidjournalawards.com](http://www.rfidjournalawards.com).

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## TAKE ADVANTAGE OF OUR IN-DEPTH PRE- AND POST-CONFERENCE PROGRAMS

RFID Journal LIVE! pre- and post-conference seminars and workshops provide in-depth information regarding specific aspects of RFID, automatic identification and related technologies. Attendees can choose to participate in one of these sessions prior to the opening of or after the closing of the main conference program. Preconference seminars are available through an All-Access, Conference + Preconference or Preconference + Exhibit passes. Post-conference workshops are available through an All-Access pass, or may be included as an add-on to any other pass.

### pre-conference seminars

**RFID Basics:** The preconference seminars open with an RFID Basics session that all of those with an appropriate pass are welcome to attend. The session, presented by RFID Journal Founder and Editor Mark Roberti, covers the basics of RFID technology and the terms you will hear during the conference. After the Basics session, the individual seminars will begin in separate rooms.

#### **Item Level Retail & Apparel**

Retailers worldwide are employing RFID to track individual items, thereby improving inventory accuracy and enabling them to have products on shelves when customers want to buy them. During this workshop, you will hear where the benefits are and how to achieve them and how RFID enables true omnichannel retailing.

#### **RFID/IoT for Warehouse and Industry Management**

RFID represents an opportunity to greatly improve inventory visibility and management, and to automate some common tasks, such as receiving. During this preconference, you will learn about specific RFID technologies for warehouse and inventory management within the supply chain. You'll also take home some very practical tools, methods and implementation best practices to get your project started on the right path immediately.

#### **RFID Strategy and Best Practices**

This workshop, presented by RFID Journal Founder and Editor Mark Roberti, is designed for senior executives of companies that have already deployed—or currently seek to deploy—RFID systems. It will focus on helping businesses formulate an RFID strategy that will lead to greater competitive advantage and shareholder value and to adopt best practices that will ensure a successful outcome.

#### **Bluetooth Beacon Workshop**

Bluetooth beacon use is growing rapidly. These devices compete with, complement and incorporate RFID technology. Our one-day, hands-on workshop will teach participants how to design and deploy BLE applications.

#### **Packaging and Label Converting**

This seminar, sponsored by Avery Dennison, will offer advice on how to build a successful RFID

strategy to meet your customers' needs. Experts will explore the trends and demands shaping the future of RFID and provide insights into selecting the appropriate inlays, best practices for the converting process and how to test whether converted labels are functioning properly before they are shipped.

### **RFID for IT Professionals**

This seminar will explain how to build a complete software architecture, including the structure of RFID-based visibility data that enterprise applications consume, the data-capture software that creates this information, and the various architecture and product choices that an IT architect faces in building and deploying a successful system.

### **Asset Tracking Essentials**

Most companies have tools, jigs, reusable containers, IT equipment and other assets that they struggle to track. RFID makes the job much easier and reduces the capital expenditure required to replace lost or misplaced assets. This seminar will help companies use RFID to track assets more efficiently.

### **RFID Journal University**

RFID Journal University provides those new to radio frequency identification with the foundational knowledge needed to understand how RFID can be applied to solve specific business problems, how to choose the right option for a specific application and how to select the vendors to achieve a successful outcome.

## **post-conference training classes**



### **Master Class: Benchmarking UHF RFID Hardware**

This instructor-led master class, presented by RFID4U, will provide an introduction to developing a set of common benchmarks for comparing the performance of UHF RFID readers and tags based on specific applications of the technology. After a quick overview, the presenter will discuss the top-10 recommendations for benchmarking UHF hardware. This session is designed for companies using RFID as well as systems integrators deploying RFID solutions, who want to understand how to select the right RFID hardware for a specific application.



### **Master Class: RFID Applications Developers**

This instructor-led course, part of RFID4U's Fast-Track series, teaches software application developers how to build the next generation of rich, interactive RFID applications for passive UHF readers and peripherals. Live presentations and demonstrations provided throughout the course are designed to offer students an opportunity to gain practical experience with the skills and concepts covered during the lectures, and include such topics as how to optimally capture reads in different scenarios, like conveyor belts, door portals, forklifts and handheld devices. In addition, participants will learn how to make decisions regarding performance and scalability, by selecting native API programming (including vendors' SDKs) versus middleware. Participants will also understand structures such as ROSpec, AISpecs AccessSpec and RFSurveySpec, available via EPCglobal's Low Level Reader Protocol (LLRP).

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## featured industry sessions

RFID Journal LIVE! features eight concurrent tracks on April 11 and 12. On the next pages you will find a description of each track and a sampling from each session. For a complete list of sessions and speakers, visit [rfidjournallive.com/conference/industry-tracks/](http://rfidjournallive.com/conference/industry-tracks/)



## retail/apparel



Retail and apparel companies have been among the early adopters of RFID technologies, both internally and within their shared supply chains. Many businesses are already seeing benefits, and are prepared to share their insights about those benefits, as well as the implementation issues they needed to address before achieving them.

### Jack Wills Deploys RFID to Drive Stock Accuracy



British retailer Jack Wills is using RFID to improve visibility into its stock movements. After a successful proof-of-concept at two of its stores, the chain—which operates more than 90 locations in the United Kingdom, Ireland, Asia, the United States and the Middle East—is expanding the deployment. The firm is utilizing a plug-and-play solution that has enabled employees to count stock on a weekly or daily basis, allowing it to immediately experience the benefits of a highly accurate stock inventory. Learn how the plug-and-play system enables the chain to deploy the technology quickly.

*Speaker: Gary Tattersall, Director of Asset Protection & Risk Management, Jack Wills*

### Kevingston Uses RFID to Increase Efficiency



Fashion brand Kevingston is employing an RFID system to improve its supply chain, boost speed and productivity, and reduce operating costs, while offering better service to its customers. Based in Argentina, the firm operates 300 stores throughout eight countries, as well as a 200,000-square-foot distribution center. Merchandise is tracked as it leaves the DC via an RFID tunnel. Once the goods arrive at the store, the staff can verify the shipment using a handheld reader. Learn how the system has reduced out-of-stocks and enabled employees to focus their time on customer service, resulting in increased sales.

*Speaker: Roberto Blazquez, CEO, Kevingston*

### Sonae Uses RFID to Improve Sales Floor Availability



Sonae, based in Portugal, is primarily a retail company, operating a number of brands in the specialized retail market, including electronics, sports and fashion sectors. The firm also operates hypermarkets and supermarkets, as well as shopping centers and has a presence in more than 60 countries, worldwide. Sonae is using RFID in some of its retail operations to reduce out-of-stocks and improve sales. Learn how the sales floor replenishment process has been improved, and how the firm plans to use item-level RFID inventory management to support its future omnichannel supply chain initiatives.

*Speaker: Marco Cunha, Supply Chain Director, Sonae*

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## manufacturing



Manufacturing companies are employing RFID to achieve major benefits, both in their supply chains and in their factory operations. This track will focus on showing companies how they can cut costs and boost efficiencies by tracking tools, jigs, reusable containers, work-in-process, finished inventory and more.

### RFID System Brings Visibility to Industrial Components



O-Ring Sales & Service, a Kansas City-based distributor of O-rings and specialized components, has developed an RFID-based solution to manage its customer's inventory at manufacturing sites. The system, known as ShelfAware, allows the supplier and its customers to track components in real time, via an RFID tag on each part, and readers at the storage area to identify when parts arrive at and leave that area. The system ensures products are automatically reordered as needed, and helps the manufacturer reduce labor costs. *Speaker: Andrew Johnson, CEO, ShelfAware*

### Vitamix Improves Customer Experience and Safety With RFID



Vitamix, a blending equipment manufacturer, has integrated Near Field Communication (NFC) technology into its new ASCENT Series of blenders to enhance customer convenience and safety. When a user places a container with an NFC tag on an ASCENT Series blender's base, the appliance reads the tag and automatically adjusts multiple operating parameters. Learn how the company has used NFC RFID to make a smart blender—and created quite a stir with consumers.

*Speaker: Dave Kolar, Senior Engineering Manager, Technology, Vitamix*

### RFID Cuts Risk and Reduces Costs for Weatherford



Weatherford, one of the world's largest oilfield services companies, provides technologies and services for formation evaluation, well construction, completion, stimulation and production, has expanded its existing RFID technology programs to manage the operation of downhole tools during the hydraulic fracturing and stimulation processes. The firm is integrating LF RFID readers in its downhole tools and tags are pumped into wells to trigger such actions as closing or opening valves to control the flow of fluids. Learn how the system reduces operational costs and risk by cutting the amount of time, surface equipment and personnel required to achieve the drilling, completion and stimulation of a well in an ultra-high cost environment.

*Speaker: Euan Murdoch, RFID Completions Product Line Manager, Weatherford*

## health care/pharmaceuticals



In the health-care field, hospitals and other medical facilities are employing RFID to improve patient safety, increase asset utilization with real-time tracking, boost revenue with automated billing and reduce medical errors using track-and-match applications. Learn how RFID is impacting ROI in the health-care environment, while also improving efficiencies.

### Wayne HealthCare Uses RFID to Enhance Patient Satisfaction



Wayne HealthCare, a 100-bed hospital, is employing RFID to lower the cost of managing IT assets and improve patient services. After successfully deploying an RFID asset-management solution that achieved an ROI within a year, the facility implemented an RFID patient-tracking system the following year. Learn how Wayne HealthCare is using RFID to effectively communicate with patients and their families, by providing frequent updates regarding their surgical status, without making changes to existing surgical processes.

*Speaker: Shelton Monger, Chief Information Officer, Corporate Compliance Officer, Wayne HealthCare*

### RFID Streamlines Prescription Will-Call System



North Carolina drug retailer Drugco Discount Pharmacy is employing an RFID light stick for pharmacy will-call. The system automates the retrieval process for prescription drugs when customers arrive at the counter to pick them up, and it eliminates the need for employees to sift through bags of prescriptions searching for the correct one for a specific customer. By using passive ultrahigh-frequency (UHF) RFID, the system instead illuminates a light stick inside in a clear, plastic, hanging bag, leading workers to the right medication. Learn how the system cuts labor hours and improves customer satisfaction.

*Speaker: Drew Huggins, PharmD, Chief Operating Officer, Drugco Health*

### Mettler-Toledo Rainin Uses RFID to Reduce Out-of-Service and Specification-Related Costs For Labs



Researchers in academic, biotech and pharmaceutical labs use pipettes hundreds of times a day to transfer tiny volumes of liquid from one vessel to another. Mettler-Toledo Rainin, a maker of precision instruments and services for use labs, has developed a pipette management, which integrates an RFID reader into a pipette stand. The system reads the RFID chip that is in every Rainin XLS and XLS+ pipette, then instantly displays the compliance status. Learn how the technology helps labs adhere to their standard operating procedures and maintain compliance, while reducing out of specification related costs.

*Speaker: Sicco Drion, Marketing Program Manager, Mettler-Toledo Rainin*

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## defense/aerospace



Boeing and Airbus are requiring that RFID tags be applied to airplane parts and shipments. This follows the U.S. Department of Defense's long-standing policy to use RFID to track shipments of most of the goods it purchases. This two-day track will help companies in these sectors to comply with customer requirements, and to use RFID internally to achieve significant benefits.

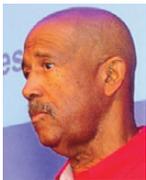
### Leveraging AIT and RFID to Increase Asset Visibility



This session, taking place before the Expert Panel: DOD Enhances Asset Visibility for Warfighters, will provide an overview of how AIT and RFID technologies can be leveraged across the entire spectrum of military operations. Gain an understanding of how the U.S. Department of Defense is using the technologies across all business processes at the same time, including in-process, in-use, in-hand, in-transit and in-warehouse/inventory. Following this presentation, the panel of experts will discuss the topic in greater detail.

*Speakers: Hal Casey, Director Navy AIT, IUID and Joint Solutions U.S. Navy;*

### RFID Reduces Costs, Scheduling Impacts for NASA JWST Mission



The National Aeronautics and Space Administration (NASA) is using RFID technology to track the various components used to assemble the groundbreaking James Webb Space Telescope, a large infrared telescope with a 6.5-meter primary mirror. Due to the size and scale of the project, NASA is utilizing a number of domestic and worldwide teams to build the necessary components. As the work progresses, it is necessary to track the location and status of every single component. Learn how NASA is using RFID technology to reduce labor costs while tracking and maintaining asset inventory and schedule integrity.

*Speaker: Basil S. Jeffers, JWST Lead Parts Engineer, NASA/ AS & D*

### DOD Enhances Asset Visibility for Warfighters



This panel will focus on the importance of the U.S. Department of Defense, industry and academia partnerships for effective use of automatic identification technology (AIT) to enhance many of the DOD's business processes. The panelists will discuss their AIT efforts, their role in supporting the DOD's AIT program and potential future AIT technologies of interest to the DOD.

*Speakers: Hal Casey, Director Navy AIT, IUID and Joint Solutions U.S. Navy;*

*Michael Crawford, Transportation Specialist, U.S. Transportation Command*

## supply chain/logistics



RFID technology is improving operational efficiencies in logistics. Learn how companies are improving pick accuracy and auditing all outbound shipments to ensure the right items are delivered. Hear how firms are using RFID to manage reusable containers and other supply chain assets.

### **Project Zipper: RFID ROI to Brands and Manufacturers**



RFID is rapidly moving into distribution centers and fulfillment centers. Some users have found a variety of ways to leverage RFID, from operational changes to the earliest emergence of item-level data exchange between supply chain partners, focusing on such high-cost issues as claims and electronic proof of delivery. Learn how Project Zipper boost the brand owner's return on investment value of EPC/RFID tagged items.  
*Speaker: Justin Patton, Director, RFID Center, Auburn University*

### **Weir Oil & Gas Improves Visibility and Functionality via RFID-based Asset-Management System**



Weir Oil & Gas, an upstream provider of pressure-pumping and -control equipment and services, has combined RFID technology with its Asset Management Program, bringing greater visibility and functionality to the way in which service companies manage iron assets from the field. Weir's SPM RFID technology streamlines inspection processes, providing the ability to easily review the current or historical inspection status and other relevant information. Learn how iron equipped with SPM RFID tags can be quickly scanned to efficiently manage inventory, thereby reducing labor and minimizing human error during inspection.

*Speaker: LJ Howell, Warranty and Special Projects Manager, Weir Oil & Gas*

### **Choosing the Right RFID Technology for Logistics Applications**



Companies looking to track assets and/or shipments in their logistics operations to cut costs and improve efficiencies have to decide on the right type of technology for identifying, locating and managing a wide array of items—from pallets, containers, returnable transport items to shipping containers, trucks and chassis. This session will spell out the different RFID technologies that are available, how they differ and how to select the right solution for a specific application. The presenter will also discuss best practices for designing and deploying an RFID solution that delivers near- and long-term benefits.

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

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## Innovation



This two-day track will feature case studies of new and innovative uses of RFID technology in a variety of industries. Stay abreast of products and applications that are changing the way in which companies do business, and be the first to see cutting-edge research from labs around the world.

### RFID-Enabled Vending Machine Brings Automation, Security to Disk Loans



Franklin County's Coyle Free Library, in Chambersburg, Pa., has installed two high-frequency (HF) RFID-enabled vending machines to automate the borrowing of movies and games. Also, tags on books, laptops and other media, as well as portals at the door, ensure that library property is checked out before leaving the premises. Learn how the deployment is reducing some of the more mundane tasks of employees so that they can spend more time helping patrons.

*Speaker: Denice Bigham, Director of Library Services/Library Director, Coyle Free Library*

### Using Small Drones to Read RFID Tags Indoors



The MIT Media Lab has developed an RFID system that allows users to capture tag reads with a small drone carrying a virtual antenna array. The UHF RFID tag-reading system, known as RFLy, keeps the RFID reader on the ground, while deploying relays to capture the device's RF signal, forward it to tags and send responses from those tags back to the reader. Learn how the system enables small, lightweight drones to operate in a large environment, such as a distribution center or warehouse, flying over tagged items to capture ID numbers and approximate the tags' locations within about a foot.

*Speaker: Fadel Adib, Assistant Professor, Massachusetts Institute of Technology*

### The Good, the Bad and the Wireless



Come with us on a fun, light-hearted, yet informative review of RFID-related patents that were awarded during the past year or so. Which seem like duds? Which may change the world with their innovations? The presenter is a college professor with a specialization in technology management. Join him as he provides insights into the latest developments in RFID technology—see what others are doing and gain valuable information about the patent process.

*Speaker: Kevin Berisso, Assistant Professor and AutoID Lab Director, University of Memphis*

## internet of things



The Internet of Things (IoT) is a broad term used to cover technologies that give network connectivity to everyday objects, from wearable computers to common products. How will companies benefit from IoT technologies? What strategies should companies use to take advantage of the Internet of Things, and which technologies will dominate the IoT? This track will answer these and many other questions.

### City Launches IoT Lab for Technology Innovation



The city of Fishers, Indiana, together with ClearObject as anchor tenant and consulting partner Indiana University, is launching a laboratory facility dedicated to research and development of Internet of Things-based technologies. The new laboratory, known as IoT Lab-Fishers, is part of an existing project known as Launch Fishers, aimed at bringing opportunities and business solutions to the city. Learn how the facility will bring together key components to IoT solutions: ideation, cloud data, edge hardware, and development.

*Speaker: John McDonald, CEO, ClearObject*

### Bluetooth and RFID Merge to Link CPG to IoT



With Bluetooth radios shrinking, smartphones and Wi-Fi routers can now provide gateways between consumer packaged goods (CPG) and the Internet of Things (IoT). Adding Bluetooth and ARM processing to pharmaceuticals, cosmetics and apparel means they can be manufactured differently and tracked through the supply chain in new ways. Products can help sell themselves, and their functionality is changed. This presentation explains how Bluetooth and RFID technologies are merging, the new functionality that is available, and the business opportunities and threats.

*Speaker: Steve Statler, Senior VP of Marketing and Business Development, Wiliot*

### IoT 2021: Connectivity on Our Terms



Thirty-six billion IoT devices are expected to be in use by 2021—at least four for every person on the planet. Commissioning, connecting and controlling these devices, which will encompass everything from household items to health care, will be a handful of technologies already in use. These technologies will interact with the devices, as well as with RFID or NFC tags embedded in IoT objects, to provide connectivity on our terms. This presentation will look ahead three years and offer a perspective of what the world

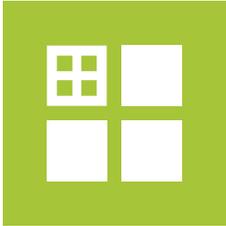
will look like and how it will function, and also discuss what IoT connectivity using NFC and RFID tags could mean for all of us and our businesses in the technology industry.

*Speaker: Paula Hunter, Executive Director, NFC Forum*

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## technology and infrastructure



This conference track will take an in-depth look at the elements of an RFID infrastructure, including standards, tags and readers, as well as how they should be set up to capture useful data.

### **Design and Implementation of a UHF RFID Solution**



Many businesses enter into an RFID design plan hoping to realize significant cost savings, as well as supply chain visibility and efficiency gains. But they may run into design and deployment challenges. This session will discuss the technical aspects of designing passive UHF-based RFID solutions to ensure successful product implementation. Topics covered will include antenna design factors, workflow design considerations, implementation factors, best practices, solution scalability and more.

*Speaker: Akshay Bal, Global RFID Technology Expert, Abbott Diagnostic*

### **Grid-Based RFID Localization Using Easily Obtainable Measurements: Tag Read Count and Received Signal Strength**



This session will explore the potential of passive RFID systems for indoor localization using a grid-based framework using two standard and easily measurable performance metrics—received signal strength indicator (RSSI) and tag read count (TRC). Learn the prediction potential of RSSI and TRC, both independently and collaboratively, and hear how both signal metrics can be used for localization with sufficient accuracy. The experimental results show an average error of as low as 0.286, which satisfies the grid-based localization benchmark of less than 0.5.

*Speaker: Ismail Uysal, Dir, of RFID Lab for Applied Research & Asst. Professor, University of South Florida*

### **RFID and the FCC: Why the New Regulations Matter to Everybody**



The Federal Communications Commission has imposed new regulations for RFID, including authorization, marketing, importation and even the labeling of low-power RF devices. These rules apply not only to RFID equipment manufacturers, importers and vendors, but to end users of the technology as well. Gain an understanding of the pertinent FCC rules and hear why all RFID stakeholders should have good quality control and a solid compliance plan, including working with knowledgeable professionals to prepare a best practices guide.

*Speaker: Ronald Quirk, Jr., Esq., Head of IoT Practice, Marshlian & Donahue, PLLC*

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AS OF FEB. 2

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AB&R  
ABR Industries  
Accendo  
Alien Technology  
Applied Wireless ID (AWID)  
AsReader  
ATID  
Automated Assembly Corporation  
Averna Technologies  
Avery Dennison  
Aware Innovations  
BARCO/Flexiray  
BBT Antennas  
Beijing Keyu Jinpeng Automation Equipment Co.  
Bluebird  
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Brady Corp.  
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Lowry Solutions  
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Lyngsoe Systems  
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Melzer / Matic  
Metalcraft  
microsensys GmbH  
Mid South RFID  
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Mojix  
MonsoonRF  
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Mühlbauer Group  
Murata Electronics  
MYT Materials  
Nanning Xingeshan Electronic Technology Co.  
NeWave Sensor  
Novatron  
Omni-ID  
OPP IOT Technologies Co.  
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PLUS Location Systems  
Portable Technology Solutions LLC/Tracer Plus  
Powercast Corp.  
Primera Technology  
Printronic Auto ID  
Radley Corporation  
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Rako Security  
Ray-Links (Bejing) Technology Co.  
Repacorp  
RFID Global Solution  
RFID Inc.  
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Rice Microelectronics  
RTV Engineering  
Sanitag RTLS  
Secura Key  
Securitag Assembly Group (SAG)

Seeonic  
SenseStone Technologies Co.  
SensThys  
SES RFID Solutions  
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Shanghai RealSmart Technologies  
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Smartrac Technology  
SML RFID  
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Tageos  
Tamarack Products  
Technology ROI, LLC/ TROI  
Teslonix  
The Tag Factory  
ThingMagic/Jadak  
Times Microwave Systems  
Times-7  
TRACE ID  
TransTech Systems  
Trimble  
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Tyco Retail Solutions  
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### GROUP REGISTRATION—SAVE 20%

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*“We’re transitioning our inventory from bar codes to RFID tags, and the RFID Journal LIVE! conference put us on the right track by connecting me with potential vendors and expanding my understanding of the subject matter via informative case studies . . . If RFID is on your roadmap, I highly recommend seeking him out.”*  
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