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RACE networkRFID

FP7 Thematic Network
ICT-PSP: a European concerted effort on RFID

D5.1.1 – Stakeholder meeting “RFID sign”

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RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Stakeholder Meeting RFID Sign

To create a catalogue of requirements for a RFID sign WP5 organized a stakeholder meeting. On September 18, 2009 members of WP5 met for its workshop at BITKOM facilities in Berlin, Germany.

List of Participants

	First Name	Last Name	Organisation	Country
	Ove	Canemyr	RFID Nordic	S
	Wolf-Rüdiger	Hansen	AIM-D	D
	Christian	Herzog	BITKOM	D
Dr.	Andrea	Huber	IF RFID	D
	Simon	Japs	IF RFID	D
	Marisa	Jimenez	EPCglobal	EU
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	Thomas	Knebel	BMW	D
	Trevor	Peirce	ETSI	EU
	Alessandro	Rinotti	ISMB	I
Dr.	Bart	Schermer	ECP-EPN	NL
	Andreas	Wiegand		D

Short Presentation: Project “SMART”

- Angeliki Karagiannaki (AUEB)
www.info-rfid.de/content/e624/links/090918Karagiannaki.pdf

Requirements for Logos

- Trevor Peirce (ETSI): Requirements for Input to European Standardisation Organisations
- Ove Canemyr (RFID Nordic): Requirements for Signs and Experiences in Sweden
- Bart Schermer (ECP-EPN): Results of Report
www.info-rfid.de/content/e624/links/090918Schermer.pdf

Presentation of Existing Logos

- Wolf-Rüdiger Hansen (Germany): ISO Logo Initiative
www.info-rfid.de/content/e624/links/090918Hansen.pdf
- Marisa Jimenez (GS1 Europe): EPCglobal Logo
www.info-rfid.de/content/e624/links/090918Jimenez.pdf
- Andreas Wiegand (Winner: IF RFID Logo Award)
www.info-rfid.de/content/e624/links/090918Wiegand.pdf
- Other Experiences and Suggestions (Advice by Simon Japs, IF RFID)
<http://www.info-rfid.de/content/e624/links/090918Japs.pdf>

Discussion of Input to European Standardisation Organisations

The discussion identified the following possible requirements, which will have to be examined and elaborated further:

- Comprehensive, unambiguous, and uniform labelling of RFID applications for consumers

- Easy to understand and distinct information that RFID is being used
- Conveys safety and reliability
- Provides for transparency and trust
- Professional and standard-compliant creation of the sign
- Innovation and creativity of the proposal
- The logo is supposed to notify specifically about the use of RFID on products, in public areas, in buildings, and in particular areas
- Clearly visible at all times
- Accessible for the visually impaired

WP5 leader will draft a report outlining the key issues of the debate and the reasoning behind the identified requirements.