

RFID in EUROPE

INFORMATION CONCERNING RFID IN EUROPE JUNE 2013

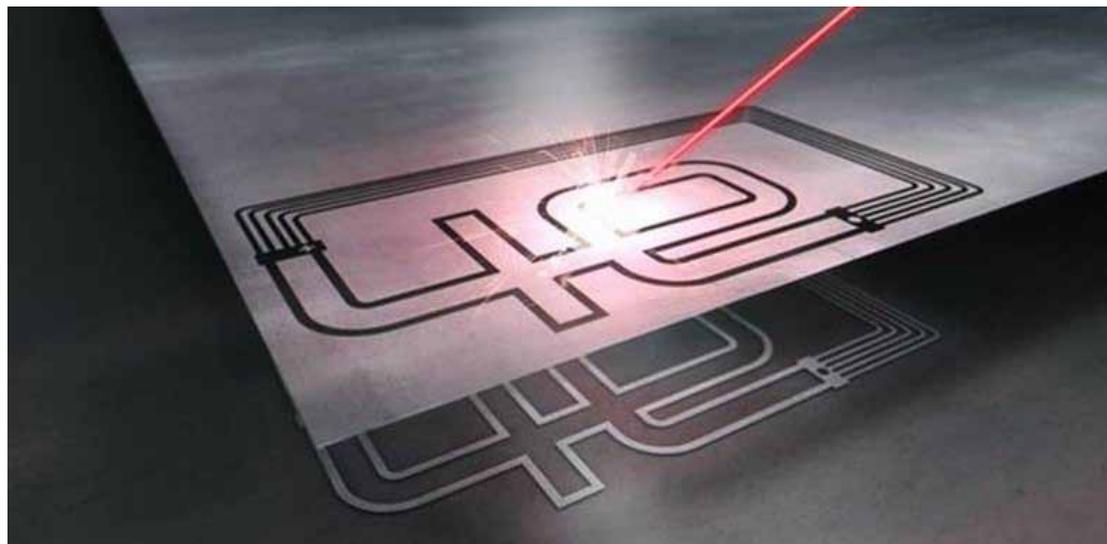
RFID
in EUROPE

JUNE 2013

LEARN HOW TO INCREASE
VOLUME OF BUSINESS BY IM-
PLOYING RFID TECHNOLOGY!



SAVING COSTS AND THE ENVIRONMENT WITH RFID TAGGING



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DIC ID JOIN FORCES

Walki's SmartFacing item-level RFID tagging is a fast, cost-efficient and accurate solution to track inventory through the supply chain and in the retail environment. The booster antenna in SmartFacing is manufactured using a dry process with the use of laser patterning and paper as the substrate. This makes the SmartFacing concept also less burdensome to the environment.

Item-level tagging is on the road to becoming an established practice in the apparel industry as well as other consumer goods sectors, because of its many ben-

efits compared to, for instance, barcode inventory solutions.

- It is estimated that item-level RFID tagging can lower inventory levels by some 5-30 % and increase store-inventory accuracy by at least 30 %, says Sami Liponkoski, Business Line Manager at Walki's 4E Technology.

Walki Group, a leading supplier of technical laminates and protective materials, utilizes laser-based 4E Technology in production of its Pantenna RFID antennas for SmartFacing.





Made with digital manufacturing technology, SmartFacing antennas can help retailers to reduce their per-unit costs of item-level tagging. When retailers item-level tag their products with SmartFacing, RFID technology can also lessen the risk of lost sales caused by out-of-shelf problems, by eliminating inventory inefficiencies.

ONE TAG FITS ALL

In the retail industry, the variety of objects to be tagged has so far been a challenge for designing adequate RFID tags. Up until now each item has required a different tag.

With SmartFacing tagging, retailers can avoid this problem.

Liponkoski says that in SmartFacing tagging an individual tag includes a specially designed “kernel tag” microchip. The kernel tag is attached to a booster antenna which, in turn, can be tailored to match the properties of different items in the inventory.

- Where the booster antenna is attached to on the final product, is

highly flexible. The base substrate is not restricted to being plastic film, it could also be, for instance, recyclable paper or even cardboard material and fabric, directly attached to the final product material, Liponkoski explains.

- The digital process also allows manufacturing of unique antenna designs flexibly to the needs of the customer and fitted to individual items, Liponkoski adds.

TAG TO YOUR NEEDS

For companies in the apparel or consumer goods industries SmartFacing tagging gives the opportunity to customize RFID-tags according to needs. Flexibility also means that apparel manufacturers or other goods producers can choose when not to tag their products.

Because of the kernel tag function of SmartFacing, suppliers can decide which products should be tagged in order to keep their costs at bay.

- If, for instance, their products are going to shops with no RFID capabilities

it makes sense not to waste money on costly microchips.

Liponkoski notes also that RFID enabled booster antennas can be read if passed near a reader, even if it is covered by the object or not visible. They can also be read hundreds at a time. This helps to speed up a business's inventory process considerably.

- For companies SmartFacing provides a cost-efficient opportunity to adapt their business to RFID-based item-level tagging. Whether operating in the apparel, sporting goods, pharmaceuticals or even, for instance, the cosmetics industry SmartFacing is a simple, fast and material-saving way to tag individual products, Liponkoski concludes.

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A MATCH MADE IN HEAVEN

TOP ITALIAN JEWELLERY CHAIN STREAMLINES OPERATION WITH RFID



Since 1896 Matranga has been the symbol of fine jewellery in Sicily, with shops in Palermo and Trapani. The company is renowned for its designs and beautiful custom pieces, making it a favourite among the royal families of Europe. Matranga also carries a wide range of prestigious brands including Rolex, of which they are the most important dealer in southern Italy.

A BALANCING ACT

With total retail space of over 400 square metres and a turnover of 5 million € per year, Matranga is an impeccably managed operation. Like any large jeweller, they stock a good number of high value items, making inventory balance one of the key factors in profitability: having enough selection on one hand, and on the other not car-



rying dead stock in the warehouse (In Matranga's case, a safe).

Further refining this balance was the impetus behind Jewel-ID, a custom RFID solution implemented in July 2011. The system was designed by RFID consultancy Dynamic ID based in Saviano, Italy. Softwork, a Value Added Distributor (VAD) of RFID architectures, supplied the technology package, of which Nordic ID Merlin handheld computers formed a part.

The thrust of Jewel ID was to come to better grips with an average inventory of 5,000 Rolex watches and 3,000 rings, necklaces, bracelets and other individual pieces of jewellery. Before Jewel-ID, a general inventory of the 2 stores and

warehouse was onerous, demanding an entire day of three people, and was performed every three months.

RFID TO THE RESCUE

To keep better track of the 8,000 items, white RFID tags designed and produced especially for the jewellery sector were attached to each piece, making it uniquely identifiable at a distance. All information relating to each product was recorded on tags and in the database: its provenance, its exact location in the store, when it entered the store system, and other details. Reports after each inventory count can now show whether pieces have been lost or stolen, or if they have been sitting for too long and perhaps need promoting or discounting.

Inventory can be counted in two ways: by placing a tray of jewellery on top





of a fixed reader, or with a Nordic ID Merlin handheld RFID computer. With the tray method, 30 tagged pieces are placed on a counter, which reads all products within three to four seconds and displays the last date and location that each tag was read.

Another valuable Jewel-ID plus is analytics: each piece's history is stored in the database—things like sale date, price and provenance. Naturally, this information can help optimize replenishment.

A TECHNICAL HURDLE

Once the implementation was running smoothly, Matranga added wedding gifts to Jewel-ID—an additional 4,000 items on average, for a grand total of 12,000 items in stock.

Whenever a couple comes in to choose the gifts they wished to receive for their wedding, Matranga staff place the items on a counter equipped with a static RFID reader, automatically creating a digital version of the entire wish list. As relatives buy these items at Matranga, ordered items arrive at the warehouse and are equipped

with RFID tags, showing as 'bought, in stock' on the registry list.

The system works very well, with one exception. Metallic objects, especially ferrous cutlery and silverware, affect reading performance. The problem was solved by attaching tags to items with a decorative string, establishing some distance between the tag and the metal, and by placing the RFID tag inside the box in the case of cutlery and similar items.

EXCELLENT RESULTS

Creating and filling a wedding list is now a more accurate, less laborious process. So are inventory counts, which used to take 24 man-hours and now require just one hour—a 96% timesavings. Less time spent in the vault also has positive security implications. Most important of all, moving from quarterly to weekly counts gives a more accurate reading on inventory and enables much better inventory planning and timely ordering.

Searching for items on store shelves is now much simpler and faster as well. With the help of Matranga's Nordic ID

Merlin mobile computers, staff can select parameters such as price range, type of item and brand. When the item is scanned, the handheld unit emits a sound.

Matranga's CEO Giuseppe Serafini calculates the return on his investment at less than one year: "The increase in efficiency is so extreme that it can be compared to the evolutionary transition from the musket to the machine gun!"

MATRANGA'S RFID SYSTEM: THE COMPONENTS

The RFID ecosystem in Matranga stores works on UHF passive frequency and is composed by

- Customized passive UHF tags with MONZA3 chips
- Readers and antennas embedded in counters
- RFID printer
-

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Nordic ID Merlin mobile computers

“RFID IN RAIL”

WITH SWEDISH TRANSPORT ADMINISTRATION AND
LEARNINGWELL WAS IN THE FINALE OF THE RFID JOURNAL
AWARD FOR BEST IMPLEMENTATION, 2013!



The Ceremony was held in Orlando, May 2.

“ - To be recognized as one of the best RFID projects in the World is an honor. We didn't win, but we came to the final, says a proud Mr Lennart Andersson” and Mr Gunnar Ivansson agrees. “ - It's just another confirmation that our project “RFID in Rail” is a great project with even greater potential. Our pilot installations and proof of concept consist of 33 readers installed

at strategic points along the tracks. By this installations we have showed that we can use passive RFID technology at speeds well over 200 km/h and has a result of that be able to track and trace vehicles at full speed. In close cooperation with GS1 and the several European railway organizations, we have agreed on RFID in Rail standards both on vehicle level but also on a spare part level.”

“ - With about 600 RFID reading points to be installed at the Swedish Railway we will be able to track and trace ve-

hicles all over Sweden, and later on all over Europe. The concept and standard can also be used for intermodal transport solutions, but that will be another story,” Mr Gunnar Ivansson ends.

If you would like to know more about the project please contact:

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NINTH ANNUAL EVENT

RFID JOURNAL LIVE! EUROPE

15 OCT. 2013 • DEXTER HOUSE • LONDON, ENGLAND



TRACK AND MANAGE EVERYTHING WITH RFID

Radio frequency identification technology is being deployed at large and midsize companies to improve efficiencies, enhance visibility, reduce shrinkage and achieve other significant business benefits. Co-located with RFID in Europe, this one-day event is designed to help companies considering using RFID technology to address real business challenges, determine the best RFID technology for their needs, learn best practices from early adopters, find the right technology partners and move forward.

RFID JOURNAL LIVE! EUROPE IS THE ONLY EVENT AT WHICH YOU WILL:

- › Hear speakers from leading end-user companies candidly discuss new applications for RFID, the business benefits they deliver and how to overcome implementation challenges
- › Learn from a range of sessions that include leveraging RFID to enhance visibility and traceability, improving supply chain management and boosting operational efficiency
- › Meet the leading end users, experts and RFID solution providers
- › And so much more!

www.rfidjournalevents.com/europe

Register now and save with early-registration pricing, at www.rfidjournalevents.com/europe.

For maximum savings, use promo code **LENR**.

CO-LOCATED EVENT





ROBERTO VERINO

INTELLIGENT STORE CONCEPT WITH RFID

SPANISH RETAILER ROBERTO VERINO TAILORS RFID TO CUSTOMER EXPERIENCE

ROBERTO VERINO is a successful Spanish retailer of men's and women's fine fashions. The vertically integrated brand has 160 sales points distributed among dedicated ROBERTO VERINO stores, franchisers and sections in major department stores in Spain, Mexico and Portugal.

the store, aimed mainly at enhancing commercial functionality and reinforcing our characteristic style. These elements are also meant to make the customer's shopping experience as pleasant and exciting as possible."

The aim of the pilot project was to test conventional and also innovative RFID systems in one retail store. It involved

glass display counters, ultra-panoramic devices, digital signage screens, an interactive fitting room, a true Virtual Dressing Room that combines RFID with augmented reality, an invisible anti-theft system based on an RFID

floor mat and a real-time overhead inventory system.

personnel to use the bar code reader at the checkout counter to finalize the sale.

ROBERTO VERINO management expects RFID changes to boost combined sales and improve the customer experience. RFID will almost certainly form part of future growth plans in terms of identification, monitoring and traceability of products throughout the supply chain.

It's still too soon to reach any definitive conclusions, but early indicators are good. Store employees and management are happy with the improvement in their inventory process, and anecdotal evidence shows that a store inventory count, now performed with NID readers, has dropped from an entire week to about 2 hours.

"We're convinced that this is the area where we have the greatest capacity to invest and justify the costs of the implementation through rapid return on investment," says Rodriguez. His only wish is that all retailers with whom ROBERTO VERINO works would adopt RFID in order to realize economies of scale.



TOTAL RFID IMPLEMENTATION: FITTING ROOMS, SECURITY AND MORE

A few years ago, management decided that RFID was the future of fashion retail. As a result, the retailer began implementing the ROBERTO VERINO RFID project in June 2010, incorporating the technology into the company's flagship store in Barcelona.

"RFID enabled us to develop a new intelligent store concept," notes Vicente Rodriguez, Assistant Management and Systems Manager. "We feature newly designed RFID elements throughout

POSITIVE RESULTS

Nordic ID was one of several partners involved, with Nordic ID Merlin UHF mobile computers phased in just in time for the launch of the Spring – Summer Collection 2012. "As all the products are RFID-labelled, it was possible to optimize the store's internal processes" says Rodriguez. "And since it is integrated within the store POS system, there's no need for sales

ERGONOMIC ASPECTS DECIDED ON RFID-SOLUTION

PROJECT BACKGROUND AND DESCRIPTION:

At the Volvo Powertrain factory in Skövde, engines and gearboxes are built and configured according to customer specifications. Due to the fact that most countries have different environment rules and regulations, the complete powertrain comes in a great number of variants.

The powertrain must be sufficiently protected against damages during transport. To accommodate for the many variants in configuration, Volvo uses a base frame which in turn is equipped with various steel supports. Today there are about 60-70 different types of brackets in use. They can vary from small units weighing about 0,5kg up to large parts between 10kg and 25kg. The frame is assembled with various brackets to accommodate the configuration of the actual powertrain at the time it is going to be painted.

When returned from a customer, the brackets are just mixed in a big box. The sorter often had problems distinguishing one support from another. The difference might just be one additional hole, or an angle going left instead of going right. Then the worker



View of engine on support

would have to go to a table and look at a picture to get the correct article number. This was of course time consuming and was also a cause for errors. Volvo wanted a system to facilitate the

sorting, also providing close to real time stock control, to prevent "out-of-stock" situations of some brackets, causing a delay in shipping of the corresponding number of powertrains.



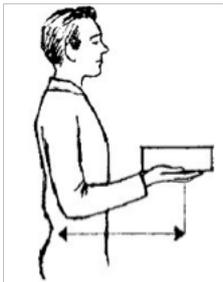
View of typical brackets



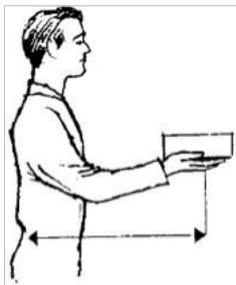
View of typical situation of returned goods

PROJECT SOLUTION:

At first we checked documents in the Health & Safety Act to see what we could find on lifting and handling of heavy goods. The result was not too enlightening. Nothing was said about the total weight a worker could be expected to handle during one shift. There were however some recommendations regarding the relation between weight and distance from the body, as indicated in the following pictures.



Lifting weights up to 25kg should not be done with the arms reaching farther than 30cm (left).



Lifting weights up to 15kg should not be done with the arms reaching farther than 45cm (right).

This led to the conclusion that we needed to find a solution, whereby the worker could use both hands handling the brackets, while carrying out the identification and sorting.

The solution was to use an RFID system (LF) based on the following components:

1. An RFID reader to be worn on the arm.
2. A thumb-cover with integrated antenna.
3. A portable computer with Bluetooth and WLAN.
4. An RFID glass tag.
5. A special housing for the glass tag.
6. Optionally a head set may be used



View of the RFID reader, portable computer and thumb cover with integrated antenna



The sorting is a somewhat rough handling of the components, so we needed to find a way to protect the RFID tag. Since most supports have at

into the system. It will still be a few



View of the tag housing



least two steel parts welded at 90° to each other, we designed a tag housing to be mounted directly on the weld joint. Inside we used a glass tag. The housing with tag was mounted using hot-melt adhesive. The housing was placed close to some corner, where it was optimally protected, even when the parts were thrown down into the box.

In-depth tests, simulating 5-6 years of truck transports, proved that the solution was ideal for the application.

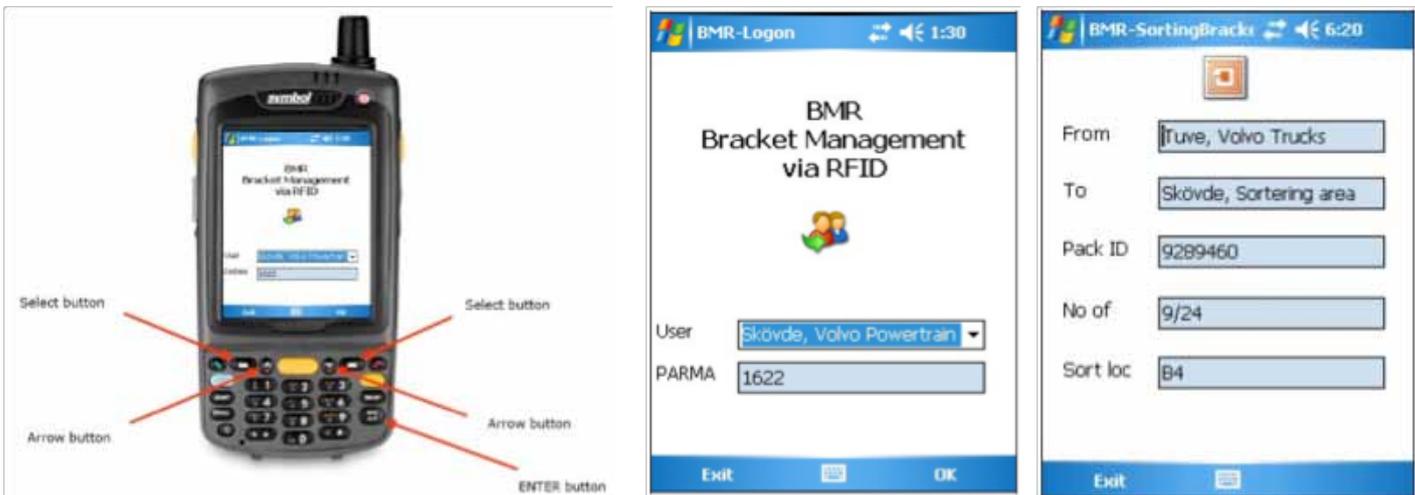
All parts were registered into a data base at the time when the tag and housing were glued onto the support. Totally some 50 000 brackets have been registered but as time goes by, more supports keep coming in from the field and are getting registered

years before the total number of supports is known.

THE SORTING TODAY

The software system was developed by Datema Mobility in conjunction with Volvo IT. The application is developed to allow the user to navigate through the application, either with the pen that belongs to the PDA, or by using hardware buttons (Figure M1).

The Sorting Brackets function is used in the sorting area to place the brackets in pallets with the correct packaging ID. This function uses RFID to identify the bracket and gives a voice command with the correct sorting location. Since every single bracket has its unique ID-number, the system



provides information on the total number of the same type bracket as well as how many turns each specific bracket has been used. The costly operation of de-painting the brackets can now be set exactly to the number of times each one has been in use and not by a time factor.

In the screen shot (utmost right) we can see that the rack with the ID-number 9289460 is No.9 of a total of 24 of the same type and it has to be sorted to bin No.B4. All other relevant data is handled via subsequent frames.

THE BENEFITS TO THE CUSTOMER:

By using the RFID system, the following benefits have been achieved:

- No missing bracket types at the time of painting or shipment
- No mistakes when sorting
- Full control over the number of turns each support has been used
- De-painting is only done when neeatly reduced
- Higher flexibility since learning time is greatly reduced
- Total system always up-to-date thanks to the WLAN connection between portable computer and main system.

The sorters appreciate the ergonomic advantages of the new system. Since the components can weigh anything from 0,5kg to 15-25kg it is very convenient to be able to grip the heavier parts with both hands. As soon as the thumb is placed close to the tag housing, the corresponding code is read and the system tells the sorter via the portable computer's loudspeaker (or optional head set) where to put the support.

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FURNITURE HEAVYWEIGHT TRIVILITA EMBRACES RFID

LITHUANIAN FURNITURE MANUFACTURER REACHING 100% ORDER ACCURACY WITH RFID

Trivilita, a high-volume furniture manufacturer based in Šiauliai, Lithuania, already had an order accuracy rate of 98 percent. That's a good record for a company that ships 5,000 to 6,000 pallets per month. But management knew that they could improve that figure while adding efficiency with RFID "to increase accuracy and reduce time," as Trivilita's Deputy Director Andrius Vilciauskas puts it. Starting in September 2012, they have moved accuracy results from the high ninetieth into the thousandth percentile.

WITH HIGH VOLUME, A SMALL CHANGE MEANS BIG SAVINGS

Trivilita is a major manufacturer of beds, mattresses, pillows and quilts for customers worldwide, including IKEA. With so many orders going out every day, company management knew that even a small reduction in the time that employees spend scanning pallets at loading docks, and a slight uptick in order accuracy would make a big difference to the bottom line. Barcodes were already in use to keep track of pallets—a customer requirement—but they needed to be scanned from inches away. Forklift drivers had to get down off their machines to scan each



pallet before bringing it to the loading dock.

THE WAREHOUSE RFID SOLUTION

To implement an RFID solution, Trivilita chose Vilnius-based UAB Autepra for consulting services, SMARTRAC Short Dipole tags, some hardware, and deployment. The furniture fabricator made the unusual but ultimately successful decision to create the software required to connect RFID with its existing ERP systems internally, with some support from Autepra.

The complete system for which Autepra supplied RFID reader portals, tags and Nordic ID Merlin mobile computers consists of RFID pallet tags, reader portals at dock doors, mobile computers on forklifts with real-time driver displays, software and middleware to receive, store and manage RFID data, and Nordic ID Merlin mobile computers. These last are used to scan

bar-coded pallet labels and code the information on SMARTRAC EPC Gen2 passive UHF RFID tags, which are also applied to the pallets.

When products reach the storage area, an employee uses the Nordic ID Merlin mobile computer to associate the RFID tag

with the shelf bar code, inputting its precise location into the ERP system.

SOLID RESULTS

Results have been great thanks to new warehouse protocols involving RFID. Orders are sent via WiFi to forklift operators' computers, displaying the item required, location and dock door destination. Once the pallet passes the dock door RFID reader, tag data is matched with order information. If it's the wrong pallet, the forklift driver will see an alert on his display—a message that can also be sent to administrators.

Trivilita is quite pleased with overall system results. Scanning time is reduced, there is less time spent searching for goods, actual goods retrieval is quicker and order accuracy climbed to 99.94 percent in the first three months of RFID system deployment.

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DATALOGIC LANDS MAJOR TRACKING INSTALLATIONS AS PROJECTS TAKE OFF AT AIRPORTS WORLDWIDE

Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), a global consultant in Automatic Identification and total solutions provider of bar code readers, data collection mobile computers and vision systems, has announced new partnerships for its automated baggage handling projects in newly built airport terminals all over the world. These new projects account for over 60 state-of-the-art reading stations with more reading stations to be implemented during the next months.

Today, with active systems in more than 100 airports around the world, Datalogic is expanding its leading position in this sector even further, with the recent handover of new baggage handling systems (BHS) for Calcutta Airport in India, Bogota Airport in Colombia, Lodz Airport in Poland and Dubai airport.

In addition to this, Datalogic has a significant order book for installations in new airport terminals in Jeddah (Saudi Arabia), St Petersburg (Russia), in Oman, Bangalore (India) and also a recently awarded project for Bali Airport in Indonesia.

Datalogic is a pioneer and early adopter of scanning solutions for baggage handling, with the first automatic tag reader (ATR) installation worldwide in Milan's Linate airport in 1984.

Mauro Sacchetto, Datalogic Group's CEO, says: *"We are very pleased that Datalogic's solutions are being successfully employed in airports all over the world, in particular in emerging markets where a consistent increase in passenger numbers is to be expected. Thanks to the advanced technology of Datalogic's solutions we are able to meet the most demanding needs of modern airports that are implementing our cutting edge sorting and conveying systems for fully automated baggage handling".*

Datalogic's BHS solution is extremely easy to install, operate and maintain. It guarantees the highest reading rates in every operating condition. In addition, the system integrates state-of-the-art diagnostic and control tools for real time performance monitoring and surveillance. In addition, all the components of the baggage handling solution are extremely resistant and are able to operate in any environment – from extreme temperatures of heat and cold to high humidity and dust levels. One of these components is the DS8100A industrial bar code reader, a high performance linear laser reader designed to fulfill the sorting needs in the Transportation & Logistics sector, which is also ideal for airport applications.

Each reading station consists of 8 omni-directional scanners which, combined with powerful software algorithms, can correctly scan luggage tags, whatever their orientation. By using the Packtrack™ patented technology, traceability of each individual piece

of luggage is ensured as the correct code assignment is guaranteed, even when items are extremely close to one another. This makes the BHS solution perfectly suitable for state of the art sorting technologies. As an example, in automatic identification and baggage sorting systems with industrial bar code readers approx. 4,000 luggage labels are read per hour.

Besides baggage handling solutions, Datalogic also produces other airport applications such as access and check-in control solutions. Access control solutions have been implemented at security gate check-in areas in Bologna Airport in Italy, which uses Datalogic's PowerScan PM8500 2D bar code reader to handle over 8,500 passengers every day during peak periods in summer.

Frankfurt-Hahn Airport in Germany, which may we remind is crossed by over 3.5 million passengers, has implemented Datalogic Gryphon GD4400 2D readers, which are used to check-in passengers and to control their boarding passes allowing to save an estimated 25 minutes per flight in ground control operations.

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RFID IN EUROPE 2013

- LONDON OCT. 15TH

Great news. RFID in Europe London 2013 takes place on October 15th 2013 as a co-hosted event with RFID Journal Live . This is a great opportunity for the organisation to reach out with a number of really exciting and innovative sessions on RFID.

The goal of RFID in Europe is to promote the adoption of RFID and related technology solutions and to connect with European end-users, operators, solution providers, universities, research establishments, government and non-government organization. The sessions are designed to achieve this goal.



MORE INFORMATION AND REGISTRATION VISIT:

www.rfidjournalevents.com/europe

Attached to this mail are calls for participation in the Business Session and the Research Session. In the near future we will also be looking for enthusiastic and innovation people to contribute to the running of the network through Activities. A call for activities will be released in early July.

- RFID Business Session – Hear about new innovative products in a very short time. Innovative start-ups, small and medium size European companies will be provided the unique opportunity to present their new products and concepts around RFID related tags, readers and software in a simple 5 minute presentation to the audience. The presenting companies are forced to bring their message and USP's directly to the point. It will give the audience a quick overview of the new interesting products on the market providing new business and investment opportunities.
- RFID Trend Session – Leading European RFID companies will present their view of the upcoming trends in RFID with a concluding panel discussion.
- RFID Research Session - Learn about the latest research topics in RFID that effect your business.

The RFID in Europe General Assembly also takes place as part of this event. The RFID in Europe Association will update its members on the work since the organisation transitioned from the RACE Network. Members will have the opportunity to contribute ideas to the association's activities while also having the chance to present a new activity. Importantly members will have the chance to vote on any proposals presented to the Assembly, such as the constitution of the Management Board for the next year.

Regards

Dr. Pat Doody - Management Board Chair - RFID in Europe

RFID IN EUROPE 2013 - LONDON

15 OCTOBER 2013

08:30 Coffee	
	<p>Opening Remarks Speaker: Mark Roberti, Founder and Editor, RFID Journal</p>
	<p>The State of RFID Adoption in Europe In this presentation, RFID Journal's Mark Roberti will bring attendees up to date regarding the state of adoption in Europe, share insights into which industries are adopting RFID most quickly, and explain which factors are currently driving adoption. As RFID Journal's editor, Mark Roberti has had a unique view of the RFID industry's development around the globe. This session will also provide an overview of the European RFID market, including future projections and the opportunities the industry is facing in 2013 and beyond</p>
	<p>Expert Panel: Managing Change Via RFID in the Aeronautic, Defense and Space Industries A pioneer in the use of passive and active RFID systems across its value chain to transform business operations is helping other companies in the aeronautic, defense and space group replicate this success, including a civil helicopter manufacturer, a global leader in space programs and a worldwide leader in state-of-the-art solutions for military and civil security. The panelists will discuss some of the new RFID processes being rolled out, how they are adding real business value, and the motivations and benefits of sharing synergies across the group.</p>
10:30 Networking Break	
	<p>Online Supermarket Provides On-Time Delivery With RFID Spanish online supermarket Tudespena.com delivers food, household cleaning supplies, toiletries and other products to customers throughout Spain, from its central warehouse located in Madrid. Tudespena.com can ensure that goods picked and loaded using an automated system are delivered properly, by reading RFID tags on the totes in which those items are packed. To ensure that the high volume of goods are delivered quickly, and at the scheduled time and place, DLR, the firm's provider of controlled temperature-storage and order-picking warehouse services, employs RFID to help it load ordered goods into the proper delivery vehicle and in the correct sequence. The solution includes passive EPC Gen 2 ultrahigh-frequency (UHF) tags affixed to reusable totes that travel to customers, as well as to suppliers, that are tracked via readers at the dock doors. The RFID software suite collects and stores read data on Tudespena's database, and in the event that goods are being loaded in the incorrect sequence, the system sounds an audible alert and a light flashes a warning for delivery truck drivers and warehouse management. Learn how the same process occurs if an unexpected tote is being loaded onto a vehicle, thereby allowing management to stop the process and correct any errors. Speakers: Jose Vicente Caballero, Logistics Manager, DLR, Luis Felipe Marin, Technical Director,</p>
	<p>Retailer's Journey from RFID Concept to Rollout In this session, a leading U.S. retailer will explain how it first recognized RFID's potential for retailers, developed a strategy that would support its highly regarded brand, obtained senior management buy-in, and managed an initial pilot and process</p>
12:20 Lunch Break	

13:30	<p>Airline Saves More Than €2.5 Million on MRO With RFID</p> <p>A European airline’s maintenance and engineering division has incorporated RFID technology into its daily engine-maintenance operations. This is the first time that a maintenance and repair organization (MRO) has integrated RFID technology into its production process in order to track aircraft engine components undergoing maintenance. The solution has resulted in increased efficiencies in labor-intensive operations within a complex series of processes requiring hundreds of engine components to be removed, cleaned, repaired and reassembled. Learn how RFID provides the carrier with full real-time visibility into its component-tracking process, from the disassembly cycle to engine reassembly, thereby generating operational efficiencies and providing full and more secure tracking.</p>
14:15	<p>Railroad Streamlines Operations Via RFID</p> <p>A railroad operator is employing EPC Gen 2 RFID technology to track 10,000 rail-freight wagons, locomotives and passenger cars, thereby helping the company and its subsidiary to manage rail cars and work processes within its rail yards. The use of RFID-enabled technology has improved the efficiency of its rail-yard processes, better managed its rail-car inventory and maintenance orders, and improved customer service, by delivering detailed information to customers regarding which shipments have arrived, and when. Learn how personnel can identify wagons automatically, and at a distance, by using handheld readers while walking alongside a train and utilizing the devices to interrogate each rail car’s tags. Additionally, hear how employees can confirm that the cars are located behind the correct locomotive, and in the intended order, even after wagons have been shifted and a new train has been assembled within the yard.</p>
<p>15:00 Networking Break</p>	
16:00	<p>Museum of London Uses NFC to Heighten Customer Experience</p> <p>The Museum of London is utilizing Near Field Communication (NFC) RFID tags at its two facilities to provide vouchers, exhibit information, reservations and other data to users with NFC-enabled phones. The Museum of London consists of two venues, the Museum of London and the Museum of London Docklands, funded by the Greater London Authority and the City of London. The museum, which tells the story of London from prehistoric times to the present day, has installed tags at both sites. By tapping the phone against the tags, users can access additional information about objects on display, engage with the museum on social media, join the museum’s membership scheme, book exhibition tickets, or download vouchers for its shop and guidebook. Learn how the museums are using NFC-enabled technology to encourage visitors to interact with the exhibits.</p> <p>Speaker: Antony Robbins, Director of Communications, Museum of London</p>
16:45	<p>Lessons From the Field: Understanding RF Performance in a Retail Store Deployment</p> <p>The Museum of London is utilizing Near Field Communication (NFC) RFID tags at its two facilities to provide vouchers, exhibit information, reservations and other data to users with NFC-enabled phones. The Museum of London consists of two venues, the Museum of London and the Museum of London Docklands, funded by the Greater London Authority and the City of London. The museum, which tells the story of London from prehistoric times to the present day, has installed tags at both sites. By tapping the phone against the tags, users can access additional information about objects on display, engage with the museum on social media, join the museum’s membership scheme, book exhibition tickets, or download vouchers for its shop and guidebook. Learn how the museums are using NFC-enabled technology to encourage visitors to interact with the exhibits.</p> <p>Speaker: Antony Robbins, Director of Communications, Museum of London</p>
17:30	<p>Closing Remarks</p> <p>Speaker: Mark Roberti, Founder and Editor, RFID Journal</p>
<p>17:35 Conference Concludes</p>	

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All conference sessions are subject to change, and RFID Journal reserves the right to alter dates, programs and speakers at any time, as circumstances dictate. Sessions without assigned speakers indicate a target topic; every effort will be made to ensure that a program of equivalent standard and value is available.

SML GROUP LTD AND NORDIC ID JOIN FORCES

Integrated plug-and-play RFID solutions cost less, and simplify implementation

Implementing RFID just became a lot easier for businesses worldwide. SML Group Ltd., a global supplier of brand identification labels and RFID data solutions, and Nordic ID, an RFID technology specialist, have joined forces to bring a new range of cost effective and easy to use RFID applications designed for the apparel retail and brand owner supply chain markets.

The two companies have developed intuitive RFID solutions that bring benefits to both the retail and brand owner communities by simplifying the operation of item level apparel tracking. The new 'bundled' solutions offer Nordic ID RFID handheld readers that have been configured to run with SML's ViziT retail and supply chain applications. Offered as a complete package and included as part of the RFID label cost, the readers are specifically tuned to achieve the best possible read/write performance.

The initial package is designed for in-plant applications, allowing RFID labels

to be printed and encoded at the garment manufacturers' site. In-plant EPC Print/Encoding enables fast delivery when RFID labels, need to meet tight manufacturing schedules.

simplicity and reduced cost and we are pleased to demonstrate this with the new SML In-plant package," says Jorma Lalla, Nordic ID's CEO.

"We are very excited to announce our partnership with Nordic ID," says Philip Calderbank, SML's VP Global RFID.

Additional supply chain and retail applications are planned for release in 2013. "We worked hard to build software applications on our readers that interface with the SML ViziT program and we have strived to offer a simple solution that is easy to install and simple to operate. Nordic ID readers are now designed to fully integrate to the SML ViziT data management and encoding solutions, and allow a retailer or brand owner to simply switch on and play. It's an exercise in

"We are very excited to announce our partnership with Nordic ID," says Philip Calderbank, SML's VP Global RFID. It comes just as we prepare to launch the ViziT In-plant EPC labeling solutions. "The relationship is another step in our goal to deliver a 'One Stop Shop' for all retail and supply chain RFID applications. Our aim is to deliver a complete and easy to use package that can be included as a part of the SML label cost."