

October 14-16, 2008 • Donald E. Stephens Convention Center • Chicago, IL

FIFTH ANNUAL CONFERENCE AND EXHIBITION | PRODUCED BY RFID JOURNAL

LEARN HOW TO IMPLEMENT RFID EPC SOLUTIONS PROFITABLY



The only event
with a comprehensive guide
to retail compliance

EPC Connection 2008

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Dear Colleague,

EPCglobal North America™, a not-for-profit member organization supporting the adoption of Electronic Product Code™ (EPC) technology, and *RFID Journal*, the leading publication for radio frequency identification, have come together to present EPC Connection 2008. This year's conference will provide detailed education about how companies in all industries can implement EPC standards-based RFID solutions that will benefit their businesses today.

EPC Connection 2008 will feature special tracks focused on how to meet tagging requirements in the defense and retail industries, as well as how to deploy the technology successfully in manufacturing and supply chain operations.

At this year's event you will also hear new case studies—in many cases, from end users presenting for the first time—that reveal the benefits of using EPC technologies. It's also where you will get the most detailed information about how to deploy EPC RFID, integrate it with existing back-end systems and collaborate with supply chain partners.

You'll also have a chance to see some of the latest and most innovative EPC technologies, as well as demonstrations of those technologies in action. And that's just the beginning!

Register before Sept. 19 to save up to \$200 on the regular registration price.

Thank you for your consideration. We look forward to greeting you in Chicago, Oct. 14-16.

Sincerely,



John Seaner
VP and General Manager
EPCglobal North America



Mark Roberti
Founder and Editor
RFID Journal

**REGISTER BEFORE
SEPT. 19 & SAVE UP TO
\$200!**



About EPCglobal North America

EPCglobal North America, a subsidiary of GS1 US, supports the adoption and implementation of radio frequency identification (RFID) and the Electronic Product Code (EPC) in order to provide organizations with real-time, accurate information of products in the supply chain. EPCglobal North America leverages the GS1 System of standards—the most widely used supply chain standards system in the world. More information about EPCglobal North America can be found at www.epcglobalna.org.



About RFID Journal

RFID Journal is the world's leading independent media company devoted solely to radio frequency identification and its many business applications. *RFID Journal's* mission is to help companies employ all types of RFID technology to improve the way they do business, with timely news, strategic analysis, networking opportunities at events around the world and in-depth education. For more information, visit www.rfidjournal.com.

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Our comprehensive program guides you through your EPC RFID implementation

3 PRECONFERENCES

1 EPC Compliance & Benefits Training

EPCglobal and *RFID Journal* have teamed up to offer a special preconference seminar to help companies become EPC-compliant and achieve internal and supply chain benefits. This is your unique opportunity to learn how to encode tags and associate them with the proper items, integrate tagging with back-end systems, use EPC data to drive benefits and hear how early adopters did it.

2 RFID in Packaging & Labeling

Designed specifically for label converters, packagers, printing companies and others looking to understand the market opportunity for selling RFID labels and smart packaging, and how they can enter the market, this seminar will cover everything from market analysis to actual manufacturing processes. Hear from the experts about inks for printing antennas, chip attachment options, insertion of labels, quality control and much more.

3 RFID Journal University

Our most popular preconference offering is designed to provide those new to RFID with the foundational knowledge needed to begin understanding how the technology can be applied to solve specific business problems, to choose the right option for a specific application and to select the right vendors to achieve a successful outcome.

Get your **FREE GUIDE TO TAGGING SELLABLE UNITS REPORT** at the event (a \$1,599 value)!

Learn How to Meet Sam's Club's RFID EPC Tagging Requirements

Sam's Club is requiring suppliers to start tagging individual sellable units by Oct. 31, 2009—that's just one year away. Attendees at EPC Connection will not only learn how to tag sellable units, but also receive a free report prepared by the writers and editors of *RFID Journal*. This report is an in-depth, practical, step-by-step guide to meeting such tagging requirements cost-effectively, and to begin benefiting from the EPC data Sam's Club provides its suppliers.

CompTIA RFID+ Training & Certification Preparation Course

Take the fast-track CompTIA RFID+ training and certification preparation course, offered in partnership with RFID4U, a leading provider of RFID training courses. RFID+ is a vendor-neutral professional certification that validates a professional's knowledge and skills in the areas of installation, maintenance, repair and upkeep of RFID systems. This accelerated learning experience provides one day of intensive, instructor-led training using state-of-the-art RFID equipment (Oct. 14), and will prepare you for the CompTIA RFID+ training and certification test on Oct. 15 or 16. Attendees unable to take the exam during the event will receive a voucher allowing them to schedule it at a later date.

CompTIA RFID+ Certification Training Agenda

OCT. 14 TRAINING	OCT. 15 TESTING SLOTS	OCT. 16 TESTING SLOTS
7:30 am - 8:00 am Breakfast	6:30 am - 8:30 am Testing Slot 1	6:30 am - 8:30 am Testing Slot 4
8:00 am - 9:00 am RF Physics	12:30 pm - 2:30 pm Testing Slot 2	11:50 am - 1:50 pm Testing Slot 5
9:00 am - 10:00 am Standards and Regulations	3:00 pm - 5:00 pm Testing Slot 3	
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 with 15-minute break RFID Field Deployment: site analysis, installation, testing, troubleshooting		

GET CERTIFIED!

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Industry leaders reveal how to deploy EPC RFID profitably

RETAIL SUPPLIER IMPLEMENTATION

In this track, you'll learn from the experts about the most effective and efficient ways to implement EPC RFID to not only respond to a retail initiative, but to benefit your company as well.

The Role of EPCglobal Standards in Supply Chain Collaboration

EPCglobal has created a suite of standards enabling companies to employ EPC RFID systems to track goods in open supply chains, and to share that data securely with business partners. With retailers basing their tagging requirements on these standards, this session will explain the suite of EPC standards, how they are being employed by retailers and how they enable collaboration and drive benefits across the entire supply chain.

Speakers: Sue Hutchinson, Director of Product Management, **EPCglobal North America**
Michele Southall, Director of Community Development, **EPCglobal North America**

Meeting Retailers' EPC RFID Requirements: Tagging the Pallet

There are many questions companies ask about putting EPC tags on shipments for their retail customers: What do I need to tag? When do I need to tag? Where do I need to tag? The first requirement is to tag pallets going to distribution centers or directly to stores. In this session, you will learn how to tag pallets to meet requirements and—produce valuable supply chain data.

Speaker: Justin Patton, Director, RFID Research Center, **University of Arkansas**

Meeting Retailers' EPC RFID Requirements: Tagging Sellable Units

Tagging individual selling units presents some unique challenges, compared to pallet and case tagging. Where do you place the tag? When do you tag the item? How do you ensure the tag can be read in your operations, and by your retail partner? This session explains the challenges—and how to address them.

Speaker: Justin Patton, Director, RFID Research Center, **University of Arkansas**

Integrating EPC Into Manufacturing and IT Systems

Tagging at the sellable unit level involves tagging at high volume, which means you can't manually slap tags on products before shipping them to a retailer. Tagging must be an automated process integrated with your manufacturing and supply chain execution systems. In this session, learn how EPC systems can be integrated with existing IT and manufacturing systems to enable high-volume tagging.

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

Managing the Cost and Complexity of High-Volume Tagging

Tagging large numbers of sellable units means investing a significant sum in tags and managing the complexity of a high-volume tagging operation. Learn how to leverage a variety of resources—third-party packagers, overseas contract manufacturers, third-party logistics providers and tagging service bureaus—to manage the tagging operation. The presenters also outline strategies for containing costs and improving business processes.

What to Do With Data from Your Retail Partner

The point of placing EPC tags on shipments in the supply chain is to be able to track the goods as they move through each node. This session will reveal the types of data you will receive from your retail partner, the format in which it will arrive and how you can use that information to improve replenishment, reduce safety stocks and achieve other benefits. It will also include an explanation of the EPC Information Service standard, and how it facilitates data sharing securely and cost effectively.

Speaker: Ken Traub, Consultant, Standards Strategy, **EPCglobal Inc.**

MANUFACTURING

Manufacturing across industries are using EPC RFID to achieve major benefits, both in their supply chains and in their factory operations. Learn where and how manufacturers are using EPC technologies successfully today.

Saving Time and Money With Passive RFID

John Deere launched an EPC Gen 2 deployment at one of its factories to monitor work-in-process and ensure parts are at the right spot at the proper time. It also deployed an EPC RFID system with its manufacturing execution system (MES) in another factory to improve production efficiencies and accuracy. You'll hear what happened since the project was put into place and why Deere plans to implement an automated tracking system to monitor outbound logistics operations.

Speaker: Mark Moran, IT Project Manager, **Deere & Company**

Using Passive UHF to Track Vehicles in Production

Ford Motor manually tracked thousands of vehicles each year as they were conveyed through facilities for various testing procedures, but the company sometimes lost track of vehicles or their status because of manual errors. Learn how the company now uses a cost-effective EPC system to automatically track the vehicles, thereby reducing costs, improving visibility and achieving an ROI within a year.

Speaker: Rajiv Sinha, Technology Manager, **Ford Motor**

HP Brazil Extends Use of EPC RFID to Improve Manufacturing

In 2007, HP Brazil won the RFID Journal Award for its innovative use of EPC technology to track the production of printers. In this session, the company will discuss how it has extended that deployment to use EPC RFID to improve inbound operations in its warehouse, as well as to manage industrial assets in its manufacturing operations.

Speaker: Marcelo Pandini, Manager, Operations Strategy Development & Mfg Logistics Sr. Manager, **Hewlett Packard Brazil**

Cisco Leverages EPC RFID Across the Extended Enterprise

Cisco has studied the use of EPC RFID technologies to manage its supply chain. Hear the results of recent work that quantifies potential benefits in cost and cycle time reduction, leading to the creation of increased competitive advantage. The company's RFID leader will share the frameworks and tools the company used to determine the benefits and explain Cisco's next steps.

Speaker: Waseem Sheikh, Director of Internet Business Solutions Group and RFID team leader, **Cisco Systems**

EPC Lets Furniture Maker Control Manufacturing

A maker of custom furniture is using an RFID system to track the progress of its products as they are manufactured. The system tracks the location of an order's paperwork, providing visibility into which stage that order has reached at any particular time. This information enables the firm to better identify delays, prioritize manufacturing and provide information to its customers.

Northrop Grumman Reduces Manufacturing Costs With RFID

In this session, get the latest insights into how Northrop Grumman continues to reduce manufacturing costs by identifying damaged composite parts with the latest in RFID technology. Hear how this enables composite design structures to perform their intended function with the required level of confidence, and at a lower cost.

Speaker: George Bullen, Principal Engineer, Western Region, **Northrup Grumman**

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SUPPLY CHAIN

Supply Chain and logistics companies play a key role in ensuring end-to-end visibility across the value chain. This track will focus on how you can improve your supply chain operations by using EPC RFID technologies.

Monitoring and Authenticating High-Value Goods

eProvenance, a startup company, recently introduced a service that tracks, authenticates and monitors bottles of wine through the combined use of semi-active and passive RFID tags, as well as specialized ink. Hear how passive EPC RFID tags are employed to identify, track and authenticate items and how each bottle's unique EPC is linked to particular temperature-tracking tags, as well as to the shippers, distributors or brokers handling them.

Speaker: Liz Churchill, VP Solutions, **eProvenance**

Army National Guard Saves Money by Tracking Assets With RFID

How can you track over 10,000 assets moving to various locations within a 12-story building, with many leaving the site? In this session, learn how an RFID-based Profitable Inventory Control System (PICS) enables the U.S. Army National Guard to locate laptop computers and other electronics as they are moved in and out of its Washington, D.C., headquarters. The agency installed the system in February 2008, and is currently utilizing it to track where its electronic assets are located at any particular time, as well as for automating its annual inventory process.

Speaker: James Roots, Chief Warrant Officer, **US Army National Guard**

EPC's Role in Loss Prevention

EPC technology is all about providing visibility into the movement of goods from manufacturing to the retail store. In this session, you will hear about a study into EPC's potential to reduce theft in the supply chain and in retail stores, and you will get an update on standards being developed by EPCglobal for the use of EPC as a loss prevention tool.

Speakers: Bill Hardgrave, Director, RFID Research Center, **University of Arkansas**
Tim Fisher, Director of Loss Prevention and Safety, **Best Buy**

Using EPC RFID to Cut Costs for Reusable Transport Packaging

The Reusable Packaging Association (RPA) is conducting a major field test—with the support of Frontera Produce, Georgia-Pacific, Stemilt, Tanimura & Antle, Wal-Mart and others—tracking perishables from fields in Washington and California, where they are subjected to mud and rough handling, to Wal-Mart distribution centers, where containers and tags are subject to washing, handling, refrigeration and storage before being sent to stores. Hear the results of extensive laboratory tests conducted prior to the field test and an update on the field test itself.

Speakers: Bob Klimko, Vice President, **Reusable Packaging Association**;
Patrick Kennedy, Vice President of Marketing and Sales, **The Kennedy Group**

Using EPC to Synchronize Data about Private-Label Products

Retailer and suppliers explain the challenges they have faced with synchronizing data about the movement of private-label products through the supply chain and how these differ from synchronizing data about branded products. You will learn what can be done today through the Global Data Synchronization network (GDSN) and what future enhancements are in the works to enable supply chain partners to share EPC data about private label products.

Speakers: Nadine Radomski, Manager E-commerce Collaboration, **Dean Foods**;
Greg Cooper, VP of Sales Operations, **Dean Foods**

EPC IN THE DEFENSE INDUSTRY

The sessions in this track will address several key deployments by the U.S. Department of Defense of radio frequency identification systems based on EPC standards. The track will be open to both DOD suppliers and non-suppliers looking to learn how the department is using EPC RFID to improve its supply chain and warehouse operations.

DOD RFID Update—the Future Vision of Asset Visibility

The U.S. Department of Defense is now four years into its effort to transform its supply chain using EPC RFID technologies. It has been working with many of its suppliers to capture information on shipments and improve supply chain efficiencies. In this session, get updated on the rollout's progress, insights into what is ahead and an opportunity to have your questions answered.

Speakers: Dave Dias, Asset Visibility Division Chief, **United States Transportation Command**; Kathy Smith, Spec. Asst. for Cust. Support, Supply Chain Integration, **U.S. Department of Defense**

Benefits Achieved through Navy RFID Implementations

The U.S. Navy has undertaken several major EPC RFID implementations—including one at the Naval Base Kitsap Bangor in Silverdale, Wash.—that are already delivering significant supply chain benefits. In this session, learn how the Navy is working with suppliers, and where both are seeing improvements in operational efficiencies.

Speaker: Lorrey Bentzel, Management and Program Analyst, **Naval Supply Systems Command**

Business Improvement Opportunities from DOD's First Closed-Loop RFID Chain

Much has been written about the Department of Defense's use of EPC RFID in its open supply chain, but the DOD is also achieving benefits from its first closed-loop application of the technology. In this session, learn what the DOD is tagging, where it is reading the tags and how the data collected is being employed to drive business benefits.

Speaker: Bradley Cougher, Senior Consultant, Office of the Undersecretary, **DOD**

EPC RFID from the DOD Supplier Perspective: Beyond the Mandate

Many DOD suppliers are able to achieve real benefits from EPC RFID, both internally and in collaboration with the DOD. In this session, one of the DOD's largest suppliers will discuss how it met the Department of Defense's EPC RFID tagging requirement and how it is also using the technology to achieve new levels of efficiency within its own manufacturing, warehouse and supply chain operations.

Informal Q&A With Key Defense Industry RFID Leaders

The DOD's EPC RFID effort is all about working more collaboratively with supply chain partners to achieve efficiencies across the supply chain, to ensure that goods and materiel are where they're supposed to be, when they're needed. In this session, presenters from the Defense Track will answer your questions about DOD implementations, supplier requirements and the next stages of the EPC RFID rollout.

Panelists: Bradley Cougher, Senior Consultant, Office of the Undersecretary, **DOD**;
Dave Dias, Asset Visibility Division Chief, **United States Transportation Command**;
Kathy Smith, Spec. Asst. for Cust. Support, Supply Chain Integration, **U.S. Department of Defense**
Moderator: Mary Ann Wagner, CEO, **XIO Strategies**

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