

# IDTechEx

NEW: Co-located with EasyEPC™ for Implementers – learn about the EPC™ Network from the people who invented it!

**March 17-18, 2004 (optional workshops 16 & 19)**  
**Long Wharf Marriott, Boston, MA, USA**

## Smart Labels USA 2004

An IDTechEx conference on RFID, Smart Packaging and Beyond  
**THE LARGEST SMART LABELS CONFERENCE IN THE WORLD**

**"A must attend conference"**  
Schick-Wilkinson Sword  
(A Pfizer Company), USA

"This conference gave me a wonderful overview of the RFID market – applications, current & new technology and trends for the future"

*Polaroid Corp, USA*

In 2004 many companies will begin to develop and deploy RFID in their businesses, set out by guidelines from companies such as Wal-Mart, Metro, Tesco and the US Department of Defense. Discover how RFID is being realized at Smart Labels USA 2004.

### SPONSORED BY:



Smart Labels USA 2004 is the World's largest event for industry intelligence, case studies, technology analysis and networking on RFID, smart packaging and beyond.

Hosted by **IDTechEx**

- Over 30 speakers including:**
- The US Department of Defense
  - Marks & Spencer
  - CVS Pharmacy
  - Hewlett Packard
  - General Motors
  - Microsoft
  - Delta Air Lines
  - Intel
  - Lego
  - Oracle Corporation
  - Massachusetts General Hospital
  - Singapore National Library Board
  - International Paper
  - Symbol Technologies, and many more ...

great networking  
high quality information

[www.smartlabelsUSA.com](http://www.smartlabelsUSA.com)

Smart Labels USA 2003  
was attended by over  
340 delegates  
from  
20 countries



"A very educating and informative conference"

*Ninfa Wilde, Thomson, USA*

## BENEFITS OF ATTENDING:

- ★ NEW! Pre-conference online briefing pack includes personalized access to journals, glossary, presentations, articles and an online introduction system to help you network more effectively at the conference
- ★ Participate in a day dedicated to users of the technology, followed by a day covering new innovations and technology developments
- ★ Consultancy helpline access
- ★ Optional tour of the MIT Placelab: Home of the Future
- ★ Attendance to many networking and exhibition sessions including:
  - Pre-conference drinks reception
  - "Meet the Experts" drinks reception & dinner
  - Large plan exhibition
- ★ Conference proceedings with details of all presentations and actual tag samples
- ★ Three months subscription to the IDTechEx web journal *Smart Labels Analyst* worth \$160
- ★ Visit relevant companies and organizations within the area of Boston, MA – IDTechEx can offer introductions
- ★ Attend the optional Cambridge Auto-ID Lab easyEPC™ workshop co-located with Smart Labels USA 2004

"Excellent conference that gave me vital information and great networking opportunities"

*Eric Lin, INMAX, Taiwan*

## EXHIBITORS INCLUDE:



## WHO SHOULD ATTEND?

- Brand managers
- Paper, packaging and printing companies
- Actual and potential users
- Logistics companies
- Security organisations
- Retailers
- Pharmaceutical and medical device companies
- Airlines and airports
- Manufacturers
- Electronics and materials companies
- Software and database suppliers
- Venture capitalists

"Excellent coverage of both current status and future trends of RFID technology"

*Neco Can, The Gap Inc, USA*

# Optional Workshops

**March 16 2004** Workshop 1, 2, SAL-C forum and welcome reception

**March 19 2004** Workshop 3 and easyEPC™ for Implementers

The IDTechEx workshops are famous for combining world class lectures and demonstrations with participative sessions. Our panel of experts aims not only to teach you about the subject but also focuses on the topics you wish to discuss by tailoring the sessions to your individual needs. All attendees will have the opportunity to brief us beforehand on any particular issues or problem areas.

You get to see a large number of samples not available elsewhere and take away the slides, literature and samples, and receive access to the IDTechEx helpline and journal – the value is tremendous.

## Tuesday March 16

These pre-conference briefings will ensure you understand the topics so that you get the most out of the conference sessions.

### 08:30–12:30 **Workshop 1 RFID Smart Labels**

- ★ Chip and chipless tag technology evaluations and their applications
- ★ Market forecasts and trends
- ★ Examples of RFID being used, how many have been sold and into which markets
- ★ New applications and advice on entry to market
- ★ EPC: challenges, product design and opportunities
- ★ Hear about new developments not covered at the conference
- ★ Includes 6 months subscription to *Smart Labels Analyst* journal

### 12:30–13:30 **Lunch for attendees**

### 13:30–17:30 **Workshop 2 Smart Packaging: Smart labels beyond RFID and EAS**

- ★ Organic and printed electronics – technologies and their impact
- ★ Non-electronic & electronic laminates for brand enhancements & diagnostics
- ★ The exploding market for medicine and food condition monitoring
- ★ Opportunities for packaging
- ★ Includes 6 months subscription to *Smart Packaging Journal*

### 17:30–19:00 **Welcome drinks reception and exhibition opening for all conference delegates**

## Friday March 19

You've learnt how others are using RFID, now learn how to take the first steps for your company.

### 09:00–13:00 **Workshop 3 Implementing RFID: ROI, challenges and paybacks**

- ★ Determining the paybacks of RFID and how to begin your project
- ★ Evaluating systems and the return on investment (ROI)
- ★ How to configure an RFID system for your needs
- ★ Step by step walk through of actual implementations
- ★ Learn lessons from experts to save you time and money
- ★ Includes 9 months subscription to *Smart Labels Analyst* journal

### 13:00–14:00 **Lunch for attendees**

### OR **easyEPC™ for Implementers**

Learn about the EPC™ network from the people who invented it!

For more details of each workshop see  
**[www.smartlabelsUSA.com](http://www.smartlabelsUSA.com)**

Co-located with easyEPC™ and the Smart Active Labels Consortium forums

In 2004 many companies will begin to develop and deploy RFID in their businesses. The third annual Smart Labels USA conference will detail the business and technology issues with RFID, covering many vertical sectors including retailing, healthcare, airports, FMCG supply chain, manufacturing, warehousing, libraries, entertainment and beyond. Beyond identification only, the conference explores the benefits and use of RFID combined with sensors to monitor the condition and status of items, and the new markets and consumer benefits that are enabled.

Smart Labels USA 2004 has a strong focus on presenting experiences from actual implementations and discussion of the needs of users – by users or potential users themselves – allowing you to network and meet the adopters of RFID. Attended by 344 delegates from 20 countries last year, we expect this year's event will be bigger and new pre-conference introduction systems are in place to aid networking, along with many other benefits of attending.

See **[www.smartlabelsUSA.com](http://www.smartlabelsUSA.com)** for the latest programme additions

# Conference Programme

**March 16 2004** Welcome drinks reception and exhibition opening

**March 17 2004** Applications Day: User experiences and needs

**07:45** Registration & refreshments/exhibition

**08:30 IDTechEx, UK**  
**"RFID Smart Labels 2004 to 2014"**

*Dr Peter Harrop, Chairman*

- Market forecasts to 2014: the RFID roadmap
- Hot sectors and applications
- Comparisons between Europe, USA and Asia

## SESSION 1: REALIZING RFID IN YOUR BUSINESS

**08:45 The US Department of Defense, Automatic Identification Technology (AIT) Office, USA**  
**"RFID in the US Department of Defense"**

*Nicholas Tsougas, Senior Logistics Analyst*

- How passive RFID will enable the DOD to streamline the logistics chain.
- Best military practices and applications of integrating Active/Passive RFID in the DOD supply chain (including acquisition and maintenance).

**09:15 Hewlett Packard, USA**  
**"RFID at Hewlett Packard"**

*Ian Robertson, Director RFID Program*

- An overall strategy for RFID & how to organize for it
- Meeting the Wal\*Mart and US DOD requirements
- Using RFID within HP's own worldwide operations – the business case, how to proceed and building a standard ROI model
- Our pilots & implementations
- Assessing hardware and standards and addressing customer concerns

**09:45 Marks & Spencer, UK**  
**"Experience from the World's largest roll-out of RFID in retailing: food and apparel tracking"**

*James Stafford, Technical Executive, IPX*

- The world's largest food supply chain application of RFID
- Building on the business benefits
- A successful trial of item level RFID labels on clothing
- Establishing the business case for item level tagging

**10:15** Refreshments & exhibition visit

**10:45 Microsoft, USA**  
**"Smarter Retailing enabled by RFID"**

*Javed Sikander*

- The potential benefits for the retailer
- How RFID enables Smarter Operations, Smarter Selling and Smarter Shopping
- \* Our early RFID experience with tagging Microsoft X-boxes

**11:15 CVS Pharmacy, USA**  
**"RFID in Retail Pharmacy: Opportunities and Issues"**

*Steve Leng, Director, The Program Management Office*

- CVS's involvement in RFID
- RFID and the Healthcare delivery system – The challenges of a unique industry
- Our approach to indentifying the opportunities for business improvement
- Pilots – the issues of testing new solutions in the real world
- Building the RFID enabled business roadmap to the future

**11:45 Lego, Denmark**  
**"The communication challenge throughout the value chain – from a brand company perspective"**

*Michael Sellerup, Coordinator, Technology Department*

- Linking consumer relevance and supply relevance
- Understanding the communication challenge at the point of purchase
- Identifying business relevance in supply chain
- Communication technology analysis

**12:15 Nedap NV, The Netherlands**  
**"Item level RFID at Kaufhof Warenhaus AG (Germany) as part of the Metro Group Future Store Initiative"**

*Peter Paijens, New Business Manager*

- The results of the first item level RFID pilot with integrated security (EAS) function, in the total logistic chain
- Details of a comprehensive pilot project planned at the Metro Group in 2004 using RFID along the entire process chain

**12:45** Lunch & exhibition visit

## SESSION 2: RFID IN ACTION NOW

**14:15 General Motors, USA**  
**"RFID in the automotive industry"**

*Larry Graham, Manager, Manufacturing Technologies*

- Our early experience: using RFID during manufacturing
- The TREAD act – what it is and what we are doing about it

**14:45 Delta Air Lines, USA**  
**"Real World Implementation of RFID in Airports – Delta Air Lines JAX Trial"** *Patrick Rary, Manager Baggage Planning & Development*

- Strategic view for an elephant sized endeavour
- Why being a close follower is not always bad
- Partnerships pave the way for success
- Don't always believe what you hear!

**15:15 Massachusetts General Hospital, USA**  
**"START: Safer transfusion with advanced RFID technology"**

*Sunny Dzik, Co-Director Blood Transfusion Service*

- Safer blood transfusion depends on giving blood to the intended recipient
- Mis-transfusion errors are more common than hepatitis or HIV
- RFID labels on patients and blood bags can be used decrease the risk of mis-transfusion
- Massachusetts General Hospital is exploring the use of RFID technology for safer transfusion.

**15:45** Refreshments & exhibition visit

**16:15 Intel, USA**  
**"Realities of RFID Implementation: A case study from Intel"**

*Krishna Pillai*

- Introduction to the project
- Factors influencing success: Tag profile; Information Security; Industrial Hygiene; Infrastructure; Business Process; Fundamental Expectations
- RFID Strategy in Assy/Test Factories

**16:45 National Library Board of Singapore, Singapore**  
**"RFID Smart Labels in the Singapore Public Library System"**

*Tack Wai Wong, Senior Manager, Service Innovation & Development*

- Singapore National Library Board RFID Journey
- Lessons Learnt
- What's Next?

**17:15 International Paper, USA**  
**"International Paper RFID Experience: Communicating Insights and Findings"**

*Steven Van Fleet, Smart Packaging Project Team Leader*

- Case Study: RFID in warehousing at International Paper
- Findings and insights from real-world RFID applications
- Real-world experience on weakness in the RFID data model

**17:45** Questions

**18:00** Drinks reception

**19:30** "Meet the Experts" dinner

March 18 2004

Technology Day: Latest developments and applications



07:45 Registration & refreshments/exhibition

08:30 Chairman's Introduction

### SESSION 3: STATE OF THE ART TAGS AND READERS

08:45 ASK, France

**"RFID in Transport – how smart tickets are revolutionising passenger experience and efficiency"**

Bruno Moreau, Deputy General Manager

- Smart tickets in Portugal, Italy & France: the benefits and paybacks of smart transport
- Implementation case study: challenges and how we overcame them
- Paper based technologies costing ten cents today: high speed manufacture processes and future R&D developments

09:15 Appleton, USA

**"Smart Label Reliability: The role media can play"**

Vincent Reese, Business Development Manager

- Market Needs: Survey results
- Smart Label reliability attrition at various points in the chain
- Beta Test Results

09:45 Michigan State University, USA

**"Testing RFID for real world adoption – dynamic durability testing for tagged cases"**

Dr Robb Clarke, Assistant Professor

- An Introduction to Dynamic Laboratory Testing (What & Why)
- Shock, Vibration and Compression Durability Testing on Tagged Cases
- Results for Individual Cases, Column Stacks and Pallet Loads
- Implications for Packaging, Warehousing and Distribution.

10:15 Refreshments & exhibition visit

10:45 Tagsys, USA

**"Don't Forget Item Level Tagging"**

Alastair McArthur, V.P Technical & Marketing

- With the Wal-Mart and DOD announcements, the focus on RFID for the supply chain has been dominantly related to Pallet and Case level tagging, but it is IMPORTANT not to ignore today's real need for Item level tagging
- The market and applications for Item level tagging today
- RFID technology and the specific requirements for Item level tagging

11:15 Mühlbauer, Germany

**"Scaling up RFID manufacturing: addressing the need for high volume production"** Thomas Betz, Business Development

- An analysis of inlet assembly processes – direct flip chip and strap attach
- Scaling up to make tens of billions a year – how this can be achieved and challenges

11:45 Parelec, USA

**"Advances in Printing RFID SmartLabels"**

Steve Ludmerer, President

- Printing vs. Etching
- Impact of UHF designs
- High Speed Printing of SmartLabels

12:15 Philips Semiconductors, USA Edward Gonsalves, Business Development Manager, Identification

12:45 Lunch & exhibition visit

### SESSION 4: SOFTWARE AND SERVICES

13:45 Oracle Corporation, USA

**"Capturing AND Managing your RFID data: a vision from Oracle Corporation"** Jon S. Chorley, Senior Director, Inventory and Warehouse Management Applications

- Making RFID work for your enterprise
- Driving and supporting sensor-based standards
- Managing the global wave of RFID data

14:15 Symbol Technologies, USA

**"RFID as an Enterprise Solution – Capture, Move, and Manage"** Alan Melling, Senior Director EPC Solutions

- As we begin to move from pilot-level RFID solutions to infrastructure solutions more suitable for broad enterprise deployment, what are the characteristics that systems designers, implementers, and IT professionals need to keep in mind?
- Symbol's vision of how RFID must be delivered as part of fully integrated solutions that capture, move, and manage a variety of data and data sources within the enterprise

14:45 Cambridge Auto-ID Lab, UK

**"Improving the management of products at end-of-life using RFID and the EPC Network"** Dr. Steve Hodges, Technical Director

- Drivers to reduce disposal and increase re-use
- The problems in meeting these drivers using current processes
- The potential of RFID to overcome the problems

15:00 Refreshments & exhibition visit

### SESSION 5: DISPOSABLE PRINTED ELECTRONICS, SENSING & POWER FOR SMART PACKAGING

15:30 Plastic Logic, UK

**"Plastic Electronics – the next generation"** Stuart Evans, CEO

- New polymer materials and printing technologies promise low cost electronics
- A new paradigm suited to the requirements of smart labels and packaging
- A global update on the industry, as science is being transformed into products

16:00 3M Organic Electronics, USA

**"Multi-bit Organic RFID Transponders"**

Dr Paul Baude, Corporate Research Materials Laboratory

- An organic semiconductor based multi-bit RFID transponder
- Multiple bit (write-once) circuits are demonstrated with rf carrier frequencies above 125kHz

16:30 The Dow Chemical Company, USA

**"Printed Displays for Smart Applications"**

Adam Laubach, Marketing Manager

- COMMOTION™ Displays are low cost, low power printed displays
- Target applications include: smart cards, smart labels, novelty products and authentication devices

17:00 MIT Center for Bits and Atoms, USA

**"Internet 0: Internet Protocol Identification (IPID)"**

Prof. Neil Gershenfeld, Director

- The value of an RFID tag depends on being able to transmit its identity to where it is needed. Much of that communication takes place over the Internet, where tag data is currently understood only as the payload of an IP packet.
- Prof. Gershenfeld will present the "Internet 0" project that is extending the Internet architectural principles down to the device level in order to allow for inter-device internetworking, and then discuss the prospects for using IO to enable the networked identity of "IPID" tags to interoperate across RF, wired, optical, acoustic, and even printed media.

17:30 Questions – Chairman's closing remarks

17:45 Conference ends

**"The best conference of this type on any technology that I've seen"**  
Rick Garber,  
Colder Products, USA

See [www.smartlabelsUSA.com](http://www.smartlabelsUSA.com) for the latest programme additions

## Co-located with Smart Labels USA 2004:



### Tuesday March 16

The Smart Active Labels Consortium (SAL-C) will co-locate its members' meeting with the Smart Labels USA 2004 event.

The members' meeting will take place on March 16, from 1pm to 5pm, at the Marriott Boston Long Wharf.

For more information on SAL-C and its activities, please visit the SAL-C booth or join the informational dinner on March 16. To sign up for the dinner, go to <http://www.sal-c.org>



### Friday March 19

#### Auto-ID Labs easyEPC™ for Implementers

Learn about the EPC Network from the people who invented it.

★ **Course Overview** You know what EPC is and in principle how it works. Your organization is interested in adopting and expects you to know how to implement it. This course is designed for you.

★ **Who should attend?** Anyone involved with implementing EPC technology. This is a technical course suitable for those with a good understanding of IT. Suitable for vendors and end users. Attendees will leave the course with a basic understanding of the operation of the EPC Network.

This is a full day workshop.

## Registration form:

Please complete and fax to **+44 (0)1223 812 400** or **+44 (0)1223 810 280** or post to **IDTechEx Ltd, Far Field House, Albert Road, Stow-cum-Quy, Cambridge CB5 9AR, UK** or register online at **www.smartlabelsUSA.com**

Description	Price
<b>Smart Labels USA 2004 Conference</b> March 17-18, 2004	<input type="checkbox"/> \$1299
<b>Video and audio CD</b> with all conference presentations	<input type="checkbox"/> \$199
<b>Workshop 1 - RFID Smart Labels</b> March 16, 2004 (am)	<input type="checkbox"/> \$799
<b>Workshop 2 - Smart Packaging</b> March 16, 2004 (pm)	<input type="checkbox"/> \$799
<b>Workshop 3 - Implementing RFID</b> March 19, 2004 (am)	<input type="checkbox"/> \$899
<b>ALL SESSIONS ABOVE (save 10%)</b> Conference, CD and all three workshops	<input type="checkbox"/> \$3595
<b>NEW! easyEPC™ for Implementers</b> March 19, 2004 (Full day)	<input type="checkbox"/> \$999
I cannot attend the conference please send me the proceedings and the CD after the event	<input type="checkbox"/> \$799
Save <b>20%</b> on IDTechEx reports if bought at the same time. See <a href="http://www.idtechex.com">www.idtechex.com</a>	<b>Total (\$)</b>

### Company interest

- User/potential user
- Semi-end user (security, printer, paper, packaging or label manufacturer)
- Systems integrator/ value added reseller
- Hardware manufacturer (tags, readers, software etc)
- Venture capitalist
- Consultant/researcher

### Please send me details of

- Sponsorship opportunities
- Exhibition opportunities

### PAYMENT METHOD

- International Money Order or UK Check, made payable to IDTechEx Ltd
- Direct bank transfer free of all charges to: Royal Bank of Scotland, 82-88 Hills Road, Cambridge, CB2 1LG, United Kingdom. Sort code: 16 15 19; Account No: 10073700; Swift Code: RBOS GB 2L
- VISA                       MasterCard                       AMEX\*

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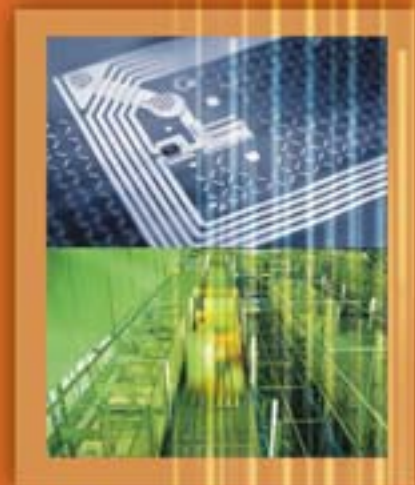
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Tel No \_\_\_\_\_ Fax No \_\_\_\_\_

Email Address \_\_\_\_\_



When you register you will be sent details of your personalized online information pack, including access to articles, presentations, networking facilities with other delegates and more.

### Booking information:

**Raghu Das or Adele Willacy**  
Tel **+44 (0)1223 813 703**  
Email [info@idtechex.com](mailto:info@idtechex.com)  
[www.idtechex.com](http://www.idtechex.com)

### Venue details:

Smart Labels USA 2004 is being held at the Marriott Boston Long Wharf, 296 State Street, Boston, MA, 02109, USA. This is close to many academic institutions and companies working on RFID and Smart Packaging which can be visited during your trip. Boston is easily accessible both internationally and internally by air and has excellent road and rail links.

A special conference room rate of \$179 (plus local tax) per night can be obtained by quoting "smart labels". Please call 1 (800) 228-9290 or 1 (617) 227-0800. To book online, please see [www.smartlabelsUSA.com](http://www.smartlabelsUSA.com). This rate is only available until the end of February 2004 so we suggest you book early.

### Terms & Conditions

Hotel and travel costs are not included in the price. Substitutions are allowed at any time but please do let us know. Cancellations must be received in writing 28 days before the event and will be subject to a 15% administration fee. Unfortunately after this date, the full registration fee will apply. IDTechEx Ltd reserve the right to alter the content and location of this event.

Please tick the box if you do not wish your name to be forwarded to a third party.

\*Please note that if you are paying by AMEX due to exchange rates the total amount appearing on your credit card statement may vary slightly from the actual price. This does not affect other payment methods.