

RFID—Radio Frequency Identification

An Executive Briefing

Description: Long hailed as a technology of the future, Radio Frequency Identification (RFID) has promised a revolution in speed, accuracy, traceability, convenience and even security.

Delivery of these benefits has been inhibited by two basic impediments: business need and cost to deploy.

However, recent advances in technology, manufacturing and standards coupled with ever more stringent directives on security, confidentiality, product safety and traceability have opened a window of opportunity for companies seeking to gain competitive advantage from the use of RFID, particularly in the management of the supply chain.

At the same time, developments threaten suppliers of older technologies and systems in a variety of industries.

The Briefing commences with an overview of technology. It then expands to cover recent developments in business, best practices, technology and RFID applications.

Audience: This briefing is suitable for chief executives and senior managers in business development, finance, manufacturing or logistics who have an interest in developing or purchasing RFID applications. It will be of particular interest to those in the food, pharmaceuticals, retail, logistics and transportation industries.

Duration: *Half Day*

Objectives: On completion of this briefing, delegates will:

- ✧ Have a perspective on RFID technologies and standards.
- ✧ Understand how RFID can be deployed in current and new applications.
- ✧ Understand both the promised benefits and the supposed threats associated with RFID technology.
- ✧ Know how to make a business case for RFID and budget for a pilot or full deployment.
- ✧ Know the key participants and industry associations.
- ✧ Enhance their ability to make informed business management decisions relating to planning an RFID strategy.



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Content: Overview

What is RFID?
History and evolution of the technology.
Standard RFID infrastructure and products.
Industry bodies and interested parties.
The market for RFID.
What the world is saying.

RFID Technologies

How far, how fast, how much?
Security, range and power.
Speed, mobility.
Frequencies.
Processing and memory capabilities.
RFID tags.
RFID interrogators.

RFID Systems

What is RFID?
RFID operation.
Software systems.
Mobile terminals and PDAs.
Standards.
Licensing and regulation.
RFID and data capture.
RFID and UPC/EAN.
Compatibility and internationalisation.

RFID Applications

Banking and finance.
Logistics and transport.
Vehicle tracking.
Gaming and entertainment.
Retail and wholesale.
Pharmaceuticals.
Hazardous Materials.
Manufacturing.
Field Service.
Test and measurement.
Service and repair.
Proximity payments.
Identification and security.
Traceability.
In-vehicle systems.
Telemetry and control.
Biometrics.

RFID Risks

Everything traceable, indefinitely.
Privacy: gathering information on you.
Anonymity of cash transactions.
You can be tracked.

RFID Case Studies

Wal-Mart.
US Department of Defense.



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