



RFIDAA
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Foundation Sponsor of the RFID Association Australia (RFIDAA)

This letter outlines your opportunity to benefit in joining Telstra, Unisys, Computer Associates, Booz Allen Hamilton and NEC as a Foundation Sponsor of RFIDAA.

The benefits are obtained through leading the debate about the role of RFID in improving industry profitability and growth. This program is facilitated through the involvement of industry sponsors and the use of the RFID adoption framework.

Foundation Sponsors not only learn through this involvement but have the opportunity to develop Professional Services and products based on this framework.

This is an exclusive offer to establish 7 additional Foundation Sponsors by October, 2006. This group will then be promoted to the market as leaders in their knowledge of RFID related transaction standards and architecture.

RFIDAA has government support and funding to achieve this objective. With this level of authority and responsibility, we will be embarking on a series of promotional events and activities with our Foundation Sponsors.

RFIDAA will be working with recent Government initiatives in establishing the framework of RFID adoption. As you may know the Government has supporting an Interoperability strategy since 2002. For an updated reference please see

http://www.agimo.gov.au/_data/assets/pdf_file/50725/Information_Interoperability_Framework.pdf

In 2006, the Australian Government has also promoted the use of e-commerce between trading partners.

http://www.dcita.gov.au/_data/assets/pdf_file/40230/Engaging_trading_partners_in_e-business.pdf

And relaunched their e-government strategy:

The effective use of RFID based systems will have increasing relevance to each of these Australian Government initiatives

The Adoption Framework incorporates understanding of Cross Enterprise transaction models applied initially to six specific industries.

We understand not all IT companies can invest at this time in sources of leadership and innovation. In our understanding of the reliance and dependence emerging in select industries upon the use of RFID for transaction integrity, we believe this is an outstanding opportunity for competitive advantage.

Please let us know whether you can join us in achieving this objective.