

Edition 1 : April 2007

RFIDAA Membership Directory

Communicate, Facilitate, Collaborate & Represent





RFIDAA Vision:

To provide an independent internationally respected forum to support and encourage the effective application of RFID technologies for the benefit of Australian industry and Governments.

RFIDAA Mission:

- to become the definitive point of contact for industry, standards bodies and Governments for RFID in Victoria and Australia
- to provide authoritative and independent information to members and stakeholders
- to pro-actively communicate and educate members and stakeholders
- encouraging any entity with an interest in RFID to become a member and active participant of RFIDAA
- to actively engage and collaborate with Government and industry bodies

RFIDAA Goals:

- engage in appropriate RFID forums (by invitation)
- lead and co-ordinate RFID forums, conferences etc.
- engage with the supply chain excellence initiative through industry round table
- participate in facilitating member involvement in 4 industry initiated RFID projects in 2007
- support government interests at international forums

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The journey this far

Over the past two years, RFIDAA has seen significant progress and challenge.

The progress is both substantial and visible as evidenced by the recent DCITA paper Getting the most out of RFID: <http://www.dcita.gov.au/ie/foresighting> - with direct reference to RFIDAA.

The Victorian government also profiles RFIDAA across several documents in 2006 – a solid achievement. Given this visibility and momentum, we have agreed strategic initiatives that are within our resources and capabilities going forward.

There are 4 areas of stakeholder interest: government, industry, IT firms and end users. In 2007, our focus is to expand and be driven by industry and end user interests.

Initial Foundation Sponsors have come on board to promote the need for informed debate.

Certainly, there are many challenges as a young and new Association. Fundamentally, we are not leveraging all of the RFID activity in the market. These activities seem fragmented, vendor controlled and short term.

As our strengths currently lie in Victoria – we must consolidate with the local stakeholders surrounding the Supply Chain Action Plan and other committed industry sponsored initiatives such as Department of Primary Industry, Automotive Centre of Excellence, Defence, Healthcare and others.

In regard to state chapters – we must do more to establish programs in every state using Queensland's work as a good benchmark.

There is no doubt we have been restricted in the scope and influence of our work by the limited resource under our control. We require new contributors that are committed to engaging and driving these initiatives.

RFIDAA is committed to a successful 'Framework of Adoption'.

Our recognition at Federal level through the BAH RFID initiative is a foundation for other state, council and industry programs.

The successful outcomes of RFIDAA also revolve around industry events. These events including meetings with key stakeholders; industry trade shows to establish the RFIDAA brand and marketing activity through email, newsletters and our web site.

It terms of events the positive endorsement by Cebit is most welcomed.

Programs to be initiated with and by members

- Education Services
- Web Site Improvement
- Marketing and Events
- Industry Initiatives
- End user project collaboration
- Strategic alignment with like Associations
- Trade shows – overseas

Thank you to our pioneering members who have supported us in this journey to date.



Support by government

The importance of government support for RFID adoption in Australia

Initiatives in global trade are quickly evolving with the use of advanced communications technologies. This need for greater visibility and traceability is being driven by security, safety, legislation and economics. Changing patterns of product sourcing, speed to market, product ranges and other factors are impacting the basis of industry survival.

In Australia, government support for industry innovation is evident in many aspects of our ability to compete globally. The Livestock RFID initiative is one example and Australia is being recognised for brand value protection 'paddock to plate'.

Australia is facing a number of challenges with the speed and quality of our ability to stay abreast of these global trading developments especially in the area of produce export. Wine, seafood, vegetable, meat and other food products will face requirements for compliance to global trade over the coming years.

We believe that a viable and influential RFID Association is in the national interests of Australia to help industry anticipate, learn and ensure we meet the challenges of automating the tracking of trade. In conjunction with Standards Australia, early activity and awareness of emerging systems requirements can save businesses in Australia time, effort and money.

The European Union has just committed to a three year funding initiative dedicated to research, development, training and demonstrations in the use of RFID based on EPCglobal standards. The BRIDGE (Building RFID solutions for the Global Environment) project brings together a consortium of 31 global players representing universities in Europe and China, solutions providers, large-scale retailers and manufacturers.

BRIDGE ("Building Radio frequency IDentification solutions for the Global Environment") is a three-year project funded with 7.5 million euros, as part of the European Union's sixth Framework Programme for Research and Technological Development. The project includes member organizations from both the industry and research arenas.

The BRIDGE venture was launched in July 2006. When it was first announced, Henri Barthel, the project's coordinator and a technical director at EPCglobal, said, "Cross-industry participation in such a large-scale project is a key to its success. The BRIDGE project will transform RFID from being an identification technology into providing an EPCglobal-based product information network."

BRIDGE members include GS1 organizations from six countries, five research labs, 12 solution providers and seven end users. Though closed to new members, the group welcomes contact from those interested in cooperating with it. The participants are presently working together to design and deploy pilots, and to develop comprehensive training materials for using RFID in a variety of business



applications. Among such applications are anticounterfeiting, supply-chain management in the textile industry, item level tagging at retail stores and authentication of drugs by means of electronic pedigrees.

In regard to anticounterfeiting, BRIDGE plans to develop new services in the EPCglobal network to reduce piracy of goods. To facilitate supply-chain management in the textile industry, BRIDGE aims to devise ways to get better information from the global supply chain; the organization also wants to deploy a pilot of item-level tagging to improve consumer satisfaction.

Testing of a drug-pedigree application, the ePedigree pilot, began in September. The system is designed to improve supply-chain management, reduce medication errors and protect against counterfeits. To that end, the original manufacturer of a drug creates a pedigree for a particular pharmaceutical item, which is automatically supplemented with tracking information by each trading partner as the product flows along the supply chain. The result is a log that fully traces the item's chain of custody.

With one pilot launched and more to go, expectations for BRIDGE are high. Michahelles said, "I do expect from BRIDGE quite a lot. That's also why we at ETH have joined the project. Apart from training and education, one major goal and expectation is to develop the EPC infrastructure. We are developing an open-source project that is a prototypical implementation of the EPC Network. This allows end users to experiment with the framework, and also to develop their own applications."

Many Asian nations, South Korea, Japan and Taiwan specifically, are funding RFID based pilots to harness the potential of this technology to enable more efficient supply chains.

Since its inception, RFID has been hailed as the panacea for a more sophisticated and efficient global supply chain, but there are many questions to answer before this is realized," says Henri Barthel, technical director at EPCglobal and BRIDGE project coordinator. "Cross-industry participation in such a large-scale project is a key to its success."

The Directors of RFIDAA are anxious to further develop the business case for RFID projects and continue to perform the role as a 'Facilitator' of education, project specification and coordination in Australia.

The RFID market around the world is attracting massive investment. Together with the development and maturity of complimentary technologies such as the internet, web services software and improving communications networks, a 'connected trading world' is now here.

Changes to logistics, shipment and trading processes will grow in complexity and the need for integration over the next few years faster than ever before.

Thank you to the Victorian Government for the sponsorship to date of the RFID cluster and there foresight in the tremendous potential of RFID based services, systems and technology to Australia.

Booz Allen Hamilton government survey

Despite growing recognition of the benefits of RFID, results from a Booz Allen Hamilton study supported by the RFIDAA, into RFID awareness and adoption revealed that less than 30% of government departments gave RFID a priority in their business plans.

Conversely, 75% of the study's respondents plan to investigate or use RFID within the coming three years.

Respondents saw competing priorities for tight budgets as the greatest challenge to increased adoption of RFID, with security changes, business process changes and software upgrades as the most significant change issues.

The results of the Australian study contrast the international focus, where awareness and adoption of RFID based systems is on the rise with projections of growth tipped to increase from US\$2.7 billion to US\$26 billion over the next ten years.

Although there appears to be limited local uptake of RFID to date, there is considerable recognition of the benefits of RFID implementation, supported by government pilot and education projects.

Current government activity includes the formation of the RFID Association of Australia (RFIDAA) by the Victorian Government, the development of an RFID guide for SMEs by the Department of Communications, Information Technology and the Arts (DCITA), and support for various projects such as the National Demonstrator Project which aims to measure the benefits of RFID across an entire supply chain.

These awareness projects have yet to take hold, however, as the survey results revealed RFID understanding across federal government departments is currently relatively low.

Other key findings in the survey:

- Of those Australian Government agencies that responded, most have a limited general knowledge of RFID, associated RFID standards, system components and industry leaders.
- Less than half of respondents have considered the business benefits and ROI of adopting RFID although all respondents acknowledged RFID would provide positive ROI and 50% believed this was possible within two years.
- Most respondents acknowledged RFID could deliver business efficiencies when tracking assets, operating products, traceable/hazardous items and improve access control although there were some reservations about using RFID for the identification and verification of agency staff.

Booz Allen Hamilton Australia Associate and study co-ordinator, Clive Macmillan-Davies, said this inaugural study revealed there was a great opportunity for government to lead the way in communicating the use and implementation of RFID.

"Despite limited uptake of RFID in Australia to date, there is tremendous promise for Australian industry and Government to harness the global trends and use local skills to focus on specific business applications and benefits across the Australian economy. Within Government specifically, there is particular potential given sensitivities to security and safety and the drive for efficiencies," said Mr Macmillan-Davies.

"Overall, the survey revealed a limited level of awareness and understanding of RFID amongst Federal Government departments even though DCITA and other agencies such as the Australian Media and Communications Authority (ACA) are working to facilitate knowledge of RFID application activity," he said.

GS1 Knowledge Centre RFID demonstration centre

We consider 'Supply Chain' to involve all aspects of a trading community's operations, including planning, sourcing, manufacturing, distribution and all the logistics operations in between. Of course, there are many assets included in this broad concept – some are logistics assets (such as pallets, vehicles, handling equipment), others are non-logistics assets (such as production equipment, work in progress, service equipment, maintenance tools, spare parts, mobile appliances). This proposal describes a demonstration capability that addresses both traditional logistics applications of RFID technology, and the generic application of RFID to all forms of asset management.

GS1's Knowledge Centre facility provides an ideal environment to demonstrate the RFID applications identified above. There will be other applications of RFID that may be best demonstrated in other ways, and that may be the subject of other proposals. However, this proposal focuses on making best use of the Knowledge Centre facility for the major areas of application that industry is already seeking.:

- Raise awareness within industry of the value and appropriateness of RFID, and the availability of local expertise, information and technology dissemination services.
- Facilitate and encourage the use of RFID by organisations in an open, distributed environment, using standardisation to achieve quick and effective deployment.

It is important to understand that we are talking about developing a flexible tool that does not lock us into a single type of presentation. The SCKC contains a range of different learning modes and presentation capabilities. By adapting the suite of core presentation tools it will be possible to deliver a variety of flexible, tailored presentations for specific audiences.

This demonstration tool will effectively communicate the functionality and benefits of RFID applications in a way that no other organisation is capable of delivering. In terms of raising awareness of RFID among Victorian industry this installation has both the emotional pull and the functionality to become a flagship demonstration site for RFIDAA.

Target Audience Characteristics

- Include all organisations from small to large enterprises
- Some experience with supply chain technology implementation
- Basic understanding of supply chain and asset management



EPC Network Australian Demonstrator Project extended to push E-capabilities

The success of the first phase of the EPC Network Australian Demonstrator Project (NDP) - published in July 2006, has resulted in additional government funding and an extended project.

The aim of the extended project is to develop a full business case and clearly show the ROI for implementation of EPC/RFID for electronic proof of delivery by individual Australian businesses.

The NDP Extension will run from November 2006 to April 2007 and test the concept of paperless delivery and electronic proof of delivery (ePOD) using EPC Gen 2 RFID standards and the EPC Network. The NDP Extension is partly funded by a grant from the federal government's Department of Communications, Information Technology and the Arts together with contributions from the project team.

RMIT University and GS1 Australia will manage the project and provide technical advice, while Telstra provide the EPC communications through its Adaptive Asset Manager RFID solution and networking infrastructure for project team members such as Capilano Honey, CHEP, Franklins, Linfox, MasterFoods Snackfood, Procter & Gamble and Westgate Logistics.

The team expects that the pilot will provide quantifiable results about the benefits of using RFID technologies and EPC standards to facilitate paperless delivery and electronic proof of delivery (ePOD), thus enabling the identification of over or under delivery. The aim is to use the EPC standards for the process to ensure it is easily transferable and can be rolled out to other sites.

Global leader in pallet and container pooling services, CHEP Asia Pacific, is continuing its participation from the original pilot. According to CHEP Asia Pacific, end-to-end RFID can help with pallet tracking in several ways. It can improve visibility of equipment movements and provide efficiencies in the various control tasks required when transferring pallets.

For example, RFID removes the need to count and fill in paperwork yet still provides a 100% guaranteed delivery; alerts created by a delivery failure are real time, allowing discrepancies to be resolved the moment they arise; and the individualisation of a pallet also allows CHEP to map usage trends and spot supply chain bottlenecks that can be cleaned out through improved processes.



Measuring the value of RFID based systems

Australian businesses expect to see a clear value proposition for investment in information technology. Measuring the value of technology improvement is often difficult given the wide scope of influence and impact that new applications can have. Data capture applications in particular can positively stimulate innovation and productivity while also achieving ongoing advantages in quality, process improvement and data integrity.

Closed loop, real time processes have rarely been obtainable due to technology restraints. This has forced businesses to use only cost estimates and covered up many of the costs related to poor business processes. Evidence is available in the profitability improvements companies have achieved in using real time data collect systems.

RFID, as a formative, enabling technology, will have an ongoing influence in the quality of data on which business systems are based. In turn, RFID will provide companies the opportunity to compete like never before. Precise, real time transactional analysis and information quality is the basis for 7-9% faster growth in analysis conducted by AMR research (references available).

Therefore Australian businesses have the opportunity to test and validate financial and business logic behind the importance of information quality in their transaction management systems.

The architecture of a proper data collect system involves all functional areas of a business due to the required disciplines of item level tracking. Without this capability, business activity and costs are left to guess work, estimates and close enough mentality. The lack of closed loop data integrity directly leads to higher costs in day to day activities that are repeated, higher error rates and productivity loss.

Like the acceptance of Quality principles drove industry adherence twenty years ago, information quality translates to company culture. Where data collection can create a culture that does not tolerate poor information, the benefits of implementation are far greater than short term savings in the initial project.

It is our belief that a culture, based on granularity of item and transaction information quality, will become mandatory in a world where global trade, collaboration and business to business information exchange become norms.

Global leaders are executing growth plans based on operating at a lower cost ratio and outperforming competition. Their capability to do so is directly related to information quality, access and availability. Examples are numerous across retail, supply chain, transport and logistics leaders.

Would you count on data exchange with your trading partners if you were not certain that the data could be guaranteed as accurate? The only way to meet this requirement is through automated data collection systems.

E-business will continue to change the basis on which we compete. Global industry models and standards are rapidly maturing such as EPCglobal. Properly designed RFID and automated data collect transaction systems do far more than just lower costs.

Information quality, analytical data beyond dispute, will teach companies new ways of servicing customers never before possible.

For the first time in history, we can design information systems around computing power, network speed and data integration capability. These traditional barriers to design, restricted, controlled and influenced a sceptical and careful view of innovation. It is time to change that view, and the associated decision making metrics, before it is too late.

Events

RFID Association of Australia seeks industry involvement in Industry Forums.

Working together with GS1 Australia and the EPC/RFID Advisory Group, RFIDAA offers to host exchanges with industry leaders with the aim of clarifying the true potential of RFID in this country. By using best practice from other parts of the world, RFIDAA can provide quality materials and a quality process to help companies fast track their learning process.

The international RFID market is expanding rapidly through effective workshops and events due to the scale of their markets. Hundreds of companies are now seeking to establish and develop their market position around the world and Australia risks missing out on this investment. Innovative technology, new players and new partnerships are creating opportunities in vertical sectors and overseas markets through trials and hands on experience.

RFIDAA would like to facilitate a workshop based approach that aligns industry leaders and drives informed, robust debate.

The RFIDAA Networking Forum provides an industry driven initiative, connecting RFID specialists and business leaders. Longer term goals of this forum will be to attract global leaders to discover new market opportunities; alliance partners; investment funding; research establishment and technology innovation. This will be a networking forum where RFID vendors, integrators, VARs and consultants interact and explore business opportunities and forge relationships to bring new RFID technology solutions and services to market.

- RFID product/service providers, developers and integrators seek partners to develop new end-to-end solutions, launch new products and bring developed solutions to new geographic and industry markets.
- Innovation and investment opportunities are fostered by enabling start-ups, entrepreneurs and academic/research labs to showcase their products and ideas to potential investors, buyers, partners and resellers.
- Vendors, integrators and service providers, not yet active in the RFID market, can assess market opportunities and so develop their own marketing plans.
- Industry analysts and commentators can gain an insight into the strategies of leading players and assess new market entrants.

RFIDAA will also host:

1. **Briefings & Presentations:** forecasts from market analysts; presentations from emerging companies seeking investment and academic/research labs offering technology transfer; and discussion groups to share perspectives on RFID investment opportunities and intellectual property commercialization.
2. **Structured Networking:** facilitation process involving a unique business matchmaking service that enables one-on-one meetings to be pre-arranged to explore collaboration opportunities, identify new geographic/industry markets and gain access to national and international alliance partners and resellers.
3. We also encourage RFIDAA members to initiate events, meetings and user forums.

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For updated information on members, including the range of services and products available, please see the RFIDAA website at www.rfidaa.org

Foundation Sponsors

NEC

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NEC Australia is proud to be a Foundation Sponsor of the RFIDAA. NEC joined the association to further support the growth of the industry. Working closely with industry partners, NEC plans to develop economies of scale and encourage widespread worldwide adoption of RFID as a key data capture technology.

Globally, NEC is at the forefront of RFID system development having deployed a wide range of solutions including logistics and supply chain, inventory and asset management, temperature traceability, patient temperature monitoring and production and process control.

NEC Australia has a strong history of system integration and telecommunications system design, manufacture and supply in Australia and has added RFID to its solutions list.

From NEC's supplier experience in the ICT industry, the company has a unique perspective on how RFID technology can be progressively rolled out, standardised and commoditised to become a ubiquitous information and telecommunications application.

NEC Australia is also building an 'Incubator Centre', which among a number of applications will showcase NEC's innovative work in linking RFID with Location Based Services (LBS) and Session Initiation Protocol (SIP).

NEC Australia and NEC Japan are both members of GS1. NEC has actively participated in the formulation of EPC standards and expects to bring this expertise to the RFIDAA.

NEC Corporation also recently announced plans to go to market with a 'high accuracy UHF RFID gate' by the end of 2006 which, aimed at the supply chain and logistics industry, is set to redefine individual item and inner carton level RFID applications.

Unisys

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Website: www.unisys.com

Regions: VIC, ACT, SA, NSW, QLD, WA

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Security tracking, Pharmaceutical industry, Full global tracking and visibility of rolling stock and equipment; road, rail, logistics, defence and mining

Brief description product & services:

Full business process blueprinting and redesign. System design, build and integration. Managed services.

Key customers:

Transportation, Defence, Airline luggage, food export tracking

RFID pilots conducted:

Food export T&T. Airline equipment tracking. Installed systems; US Defense, Airline luggage reconciliation. Express Freight Tracking.

Telstra

Contact Details for enquiries:

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Website: www.telstra.com

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking, Pharmaceutical industry, Asset Intensive Industries.

Brief description product & services:

RFID Enabled Network Infrastructure and RFID Managed Services for an end-to-end, low risk approach to piloting and rolling out RFID

Booz Allen Hamilton (BAH)

Contact Details for enquiries:

Clive MacMillan Davies

Website: www.boozallen.com.au

Booz Allen Hamilton, a leading global consulting firm, has more than 19,000 employees serving clients on six continents, and generates annual sales of more than US\$4 billion.

Integrating the full range of consulting capabilities, Booz Allen helps government and commercial clients solve their toughest problems with services in strategy, operations, organisational change, and information technology.

Booz Allen is committed to delivering results that endure.

Computer Associates

Contact Details for enquiries:

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Phone: 1800 224 636

Website: www.computerassociates.com.au

CA (formerly Computer Associates) is in the business of IT management software. They have a clear vision of how organizations can manage complex IT environments across the enterprise to realize the full power of technology to drive business.

They believe that systems, processes and people should work in sync, securely supporting an organization's goals. CA unify systems, processes and people. Their range of software and decades of expertise simplify the complex.

Organizations gain flexibility. They can manage risk, manage costs, improve service and align IT investments with business needs — across the entire organization.

It's how CA elevate IT management — and business — to a whole new level.

Aust Food Council

Contact Details for enquiries:

Website: www.afgc.org.au

The Australian Food and Grocery Council (AFGC) is the national body representing the nation's food and grocery products manufacturers. The food and grocery products industry is Australia's largest manufacturing sector, employing more than 200,000 Australians and contributing 2.5 per cent to gross domestic product.

The role of the Council is to help shape a business environment that encourages the food and grocery products industry to grow and remain profitable.

The Council provides food and grocery products manufacturers with a platform from which they can voice their views on a range of issues.

Dept of Primary Industries

Contact Details for enquiries:

Chris Dalley

Project Manager, Livestock Quality Insurance

Website: www.mia.com.au

Department of Primary Industries is a Victorian State Government Department that oversees an RFID traceability system for livestock.

The National Livestock Identification System (NLIS) is Australia's system for identifying and tracking beef and dairy cattle, sheep and goats. The Victorian Government and the livestock industry are working together to implement the NLIS, which will enable livestock to be identified and tracked from their property of birth to slaughter. This will protect the reputation of Victoria's livestock industry as a supplier of 'clean' meat and dairy products, providing a competitive advantage in domestic and export markets.

GS1

Contact Details for enquiries:

Website: www.gs1au.org

GS1 Australia is a not-for-profit organisation that locally administers the global multi-industry system of identification and communication for products, services, assets and locations - the GS1 System.

GS1 Australia was created to help Australian business enterprises become more efficient; our fundamental role is to allocate GS1 numbers and bar codes, maintaining internationally accepted trading standards. This, in turn, allows Australian organisations to adopt world's best practice supply chain management techniques.

GS1 numbers and bar codes permit organisations of any size to order, track, trace, deliver and pay for goods across the supply chain, anywhere in the world.

GS1 Australia provides the following services:

- Member support, education and assistance services through EANassist
- Assists members in identifying and implementing eCommerce and supply chain management solutions via EANnet
- Maintains a continuously updated electronic catalogue of members' products via EANnet
- Helps larger businesses gain accreditation to issue their own bar codes through EANacert

Today, around one million member companies in 145 countries use GS1 Standards as part of their daily business communications, representing over five billion scanning transactions a day.

Victoria University

Contact Details for enquiries:

Paul Hawking

SAP Academic Director Programs

Website: www.vu.edu.au

Victoria University undertakes research and development of RFID use and applications.

Victoria University (VU) is one of Australia's leading universities, with:

- 11 campuses and sites in Melbourne
- 44,000 enrolled students
- 7,900 international students from over 30 countries
- 700 courses in higher education and TAFE

3M

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Website: www.3mtrackandtrace.com

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Healthcare, Pharmaceutical industry, Libraries, RFID File Tracking.

Brief description product & services:

3M provides comprehensive track and trace solutions that deliver customer value by improving asset utilization, safety and security.

RFID pilots conducted:

Please see website or contact 3M for further information.

Key customers:

Libraries, warehouses, Legal & Govt offices, mining, healthcare & others - Please see website or contact 3M for further information.

Applied Electronic Commerce

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Website: www.aecommerce.com.au

Address: 30 Tivendale Rd (P.O.Box 46) Officer, Vic 3809

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Asset Management, Manufacturing and Warehousing, Retail Operations, Pharmaceutical industry

Brief description product & services:

EC project manages eCommerce adoption both data capture and messaging.

RFID pilots conducted:

AEC is hardware and software independent, and contributes at the business process analysis and project management level.

Key customers:

Government, Commonwealth & Victorian: Manufacturing Industry; distribution; Smartcard Transit systems developer. AEC's MD is the Australian Head of Delegation to UN/CEFACT, Chair of the UN/CEFACT Global business systems analysis workgroup; Chair of Standards Australia Committees IT-034 Automatic Identification and Data Capture Techniques & IT-033 eBusiness Architecture and Data Exchange. Chair of RFIDAA

About our company:

Applied Electronic Commerce (AEC) is an eTrading enablement consultancy, specialising in the understanding and deployment of the International standards and methods of UN/CEFACT & GS1.

AEC is an accredited Business Alliance Partner of GS1.

AEC's Managing Director holds the following National & International Chairs:

- * Head of Delegation UN/CEFACT Australia
- * Chair RFID Association of Australia
- * Chair of IT-033 & IT-034
- * Chair fo the UN/CEFACT Global Modellers reference Initiative.

AEC is well positioned working with GS1 and representing UN/CEFACT to assist major Australian eTrading initiatives both Industry & Government

Avery Dennison Materials Pty Ltd

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Website: www.fasson.com.au

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking, Pharmaceutical industry, Parcel & Parts Monitoring, Gaming, etc

Brief description product & services:

Avery Dennison covers the industries broadest portfolio of Gen 1 & Gen 2 RFID Inlays carton, pallet & item-level applications that support both EPC Class 1 Gen 2 & ISO 18000 - 6C protocols.

Ballsolutions

Contact Details for enquiries:

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Regions: VIC, ACT, SA, NSW, QLD

RFID Applications:

Supply Chain Management, Asset Management, Manufacturing and Warehousing, Retail Operations, Healthcare, Defence

Brief description product & services:

With Engineering, Professional Services and Integration capabilities, Ball Solutions Group has provided a full range of acquisitions support and solutions delivery services to our customers. This allows our customers to enhance their business through the acquisition of new capabilities. Ball Solutions Group can support the whole RFID capability acquisition cycle from feasibility to through life support.

About our company:

Ball Solutions Group is an Australian managed and operated, wholly-owned subsidiary of Ball Aerospace and Technologies Corp - part of Ball Corporation, a US Fortune 500 company. Our customer base encompasses government, public and private sectors.

BCDS

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Address: The Lakes Business Park, Level 1, 12 Lord St, Botany, NSW, 2019

Regions: VIC, NSW

RFID Applications:

Supply Chain Management, Asset Management, Smart Cards, Manufacturing and Warehousing, Retail Operations, Healthcare, Security tracking, Pharmaceutical industry Access systems and emergency systems, Document Tracking - Secure tracking of sensitive documents including full alert of movements

Brief description product & services:

Bar Code Data Systems - BCDS - is a leading provider of automatic data capture and identification systems.

RFID pilots conducted:

Dept of Finance & Administration, Cedenco, Nuemont Mines, Giga Mines.

Key customers:

Dept of Finance & Administration, Cedenco, Nuemont Mines, Giga Mines, Lowes Manhattan, Best and Less, Capral, Toll, EGL, Cecile Mayo, Star City, Qantas

About our company:

Bar Code Data Systems - BCDS - is a leading provider of automatic data capture and identification systems.

We have over 23 years of industry experience and are one of the early automatic ID pioneers. BCDS specialise in a range of data capture technologies including bar codes, radio frequency identification (RFID), mobile and wireless (RFDC). We offer the widest selection of leading industry products from the world's leading manufacturers.

Our product range covers: Portable Handheld Data Capture Units, both Batch and Wireless, Bar Code Scanners, Bar Code Printers, Labels, Ribbons and Label Printing Software, Bar Code Verifiers, RFID Tags and Readers, Smart Cards, Animal Microchips and Tags, and Custom Designed Applications in Batch, RFID and Wireless.

Our experienced and skilled team combine to provide our clients with the best total data capture solutions. All industries and institutions are provided for.

BCDS is proud to be a Federal Government Endorsed Supplier and an approved supplier for the NSW State Government (Contract No. 2006). We are also an endorsed GS1 Business Alliance Partner.

BCDS is a subsidiary of Assa Abloy Sweden, one of the world's leading suppliers and manufacturers of security access, RFID and technology suppliers of proximity and smart cards.

Bestrane

Contact Details for enquiries:

David Sanders

Managing Director

Phone: 0409 200 786

E-mail: dsanders@bestrane.com.au

Website: www.bestrane.com

Address 4 / 150 Albert rd South Mebourne
56 Berry st North Sydney

Regions: VIC, NSW

RFID Applications: Supply Chain Management

Asset Management, Manufacturing and Warehousing, Retail Operations, Livestock

Brief description product & services:

We improve operational performance in manufacturing and logistics, with a deep understanding of process and the relationship between processes, cost and value.

Key customers: HW Greenham, AAPT, Telstra, GE, Suncorp

RFID pilots conducted:

HW Greenham (Livestock) (in conjunction with Thorsys), International traceability project (in conjunction with ICON Link)

About our company:

We help our customers get the best out of their assets, their customers and their people by:

- Understanding business processes
- Analysing operations effectiveness
- Restructuring operations and logistics process
- Strategic cost and profitability management
- Managing execution programmes

Breeze Training

Contact Details for enquiries:

Mick Badran

Phone: 02 9362 4898

PO Box 143, Waverley, NSW 2024

Sydney, Australia

Training

We deliver workshops based exclusively on Microsoft technologies, **on-site to a minimum of 6 students**. Together with our clients, we design a customised training solution relevant to the technical environment.

Customised workshops include:

- **Sharepoint** - Admin & Development
- **BizTalk** - Admin & Development
- **Windows Workflow**
- **Visual Studio 2005 Tools For Office, InfoPath.**
- **SQL 2005 Development**
- **.NET 2.0 Development**

Consulting

We provide services ranging from Technical Architect, Systems Integration & Development during the full project lifecycle, using Microsoft Technologies. These include **Proof of Concepts** and **Pilot testing**.

Our areas of speciality include:

- **BizTalk 2004/2006** - migration and various integration topologies.
- **Windows Workflow**
- **Sharepoint Technologies (including WebPart development)** - Planning architectures
- **Microsoft Content Management Server**
- **.Net Mobility** - Solution Design and Development
- **.NET Development (including SQL 2005)**

Mentoring

Have confidence in your journey.

As Microsoft technologies evolve with increasing functionalities and product integration, it is becoming an increasing need to mentor with experts in their field. At Breeze it is our passion to follow the latest releases, work on product beta testing programs and drive leading edge training. We offer this knowledge as a mentoring service to help you maximise your business needs. Please contact us for further details

Bryn Systems Pty

Contact Details for enquiries:

Phill Kenny

Director

Phone: 03 9370 2414 Fax: 03 9370 2410

Email: phill.kenny@bryn.com.au

Website: **www.bryn.com.au**

Address: PO Box 243, Essendon VIC 3040

Regions: VIC, ACT, SA, NSW, WA, QLD, TAS

RFID Applications: Supply Chain Management, Asset Management, Manufacturing and Warehousing, Retail Operations, Livestock, Transport and logistics providers. Shipment tracking etc

Brief description product & services:

Bryn Systems provide Business 2 Business integration solutions to streamline supply chain requirements for business.

Key customers:

Transports companies, shipping lines, forwarders, logistics providers, exporters, importers

About our company:

Our Mission: "To improve the value of our client's business through the effective use of Information Technology."

At Bryn Systems, we provide business solutions, not technology-based answers. We specialise in applying Information Technology to resolve business issues.

Our business relationships are the key. We understand that nobody knows your business better than you. We value that knowledge, and work in partnership with you to identify and deliver solutions that address your specific needs. This partnership model allows us to select the tools and technologies best suited to your business.

Our areas of expertise include IT management and consulting, data conversion and software development, with a particular focus on project management and B2B e-commerce solutions.

Our Vision: "To be recognised as a leading provider of IT services through exceptional customer service, professionalism and integrity."

Datanet

Contact Details for enquiries:

Cal Anderson

Director

Phone: 03 9560 7366 Fax: 03 9560 7399

Email: cal@data.net.au

Website: www.data.net.au

Address: 3 Notre Dame Parade, Mulgrave VIC 3170

Regions: VIC, SA, NSW, WA

RFID Applications:

Supply Chain Management, Asset Management, Smart Cards, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking, Pharmaceutical industry, Track and Trace systems for use in field delivery and field service applications

Brief description product & services:

Datanet delivers solutions to help companies increase their supply chain efficiency. We specialise in wireless networks, mobile computing and the required software applications.

RFID pilots conducted:

Successful implementation projects range from track and trace systems, to asset management and field location tracking. We are bringing advanced warehousing and asset visibility to market in 2007 with leading suppliers such as Motorola, IPICO and Intellex.

Key customers:

With 25 years of experience our customer base and references are extensive. RFID has been a product line with us for more than 8 years.

About our company:

- * Project Methodology
- * Application expertise
- * Rugged and wireless environments
- * Delivering business results
- * Solution quality

E-centric

Contact Details for enquiries:

Mr Kee Wong

Managing Director

Email: Kwong@e-ci.com.au

Website: www.e-ci.com.au

Our principals and consultants have developed extensive experience in the business and Information Technology world by working with customers in large enterprises, governments, utilities and small-to-medium businesses.

e-CentricInnovations' core business is consulting. We provide consulting services in the following areas:

- Business Strategy Alignment.
- Feasibility Study and Situation Assessment
- Project Management
- Proof of Concepts, Proto-typing
- Solutions Design, Build and Implementation
- Technology Architecture
- Enterprise Application Integration
- Systems Infrastructure

We work with cross-functional client teams of business and technology people to help discover and take advantage of the possibilities of e-business technologies.

Electro-com

Contact Details for enquiries:

Chester Lennard

Director

Phone: 1300 130 806 Fax: 1300 130 807

Email: sales@electrocom.com.au

Website: www.electrocom.com.au

Address: 12 Bastow Place, Mulgrave, Vic, 3170

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Asset Management, Smart Cards, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking, Pharmaceutical industry, Access systems and emergency systems, Libraries

Brief description product & services:

RFID hardware, including transponders (tags) and readers. LF, HF and UHF passive RFID technology. Active RFID technology. RFID inlays and smart labels.

About our company:

Electro-Com is one of Australia's leading suppliers of RFID equipment including transponders, tags, inlays, cards, reader modules and antennas. Our technologies are used for many diverse applications including livestock identification, automotive security, access control, supply chain logistics, retail, library, document management, transportation, industrial safety systems, electronic payment systems and sports timing.

Electro-Com teams with leading technology providers to offer a comprehensive range of hardware solutions to our integration partners, including LF, HF, UHF, microwave and active RFID. We are the authorized distribution partner for Texas Instruments TI-RFID, Feig Electronic GmbH, X-ident GmbH, Agrident GmbH, Access Inc, Balogh HyperX, SecuraKey and Brooks Automation RFID. We support a wide and growing network of value-added resellers, systems integrators, original equipment manufacturers and solution providers.

With over 15 years of experience in the RFID industry, Electro-Com strives to provide an unsurpassed level of technical expertise and support to our customers. We offer unbiased advice on the practical application of RFID technology, without the hype.

Enex Test Lab

Contact Details for enquiries:

PO Box 203 Sunbury Vic 3429

Phone Australia Wide: 1300 662 592

Website: www.testlab.com.au

Enex TestLab is a leading independent provider of a broad range of ICT testing services. We provide, hardware, software, usability, performance and security testing. The TestLab is ISO 9001 and ISO 17025 accredited.

We provide rigorous, independent testing services that lower risk and maximise a company's ROI or save costs for government agencies when developing or introducing new technology.

Our expertise covers broadband performance, wireless systems, security, RFID, anti-spam, anti-virus, content filters and production of reviews for magazine publishing.

Our services include:

Hardware and software systems testing

Ensure products meet your requirements when making major technology investments. Our systems testing services include product testing, product comparisons, performance benchmarking and product development advice. We evaluate product quality, serviceability and suitability for IT tenders and final procurement.

Software development testing

Reduce the chance of costly errors or performance issues when developing an application or website. Our software testing services cover functionality, compatibility and sociability, performance testing, server load and stress testing.

User experience testing

Our user-centred design methodology takes end user requirements into consideration throughout the development cycle. Our usability and accessibility testing services ensure the product is easy to use and accessible by all.

Exago

Contact Details for enquiries:

Andrew Wong Yen

Business and Technical Manager Exago Pty Ltd

Phone: (03) 9686 6011

Email: Andrew.WongYen@exago.net

Website: www.exago.net

Address: 138B Thistlethwaite St, South Melbourne, Vic 3205

Regions: VIC, ACT, SA, NSW, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Pharmaceutical industry, Exago has a core focus on Active RFID Sensor enabled devices for tracking and Monitoring temperature sensitive products through-out the supply coolchain

Brief description product & services:

Exago provides web based suite of applications focused upon the real-time monitoring and tracking of perishable food and pharma products using a combination of RFID, GPS and cellular technologies. Exago designs and manufactures its own active sensor enabled RFID readers and tags with a vision supporting global standards. Our solutions include monitoring the product, storage locations and refrigerated transport vehicles.

RFID pilots conducted:

RFID pilots conducted tracking and monitoring food product both domestically and for export. RFID monitoring of refrigerated trailers currently in pilot. Monitoring of Food Service facilities and refrigeration units using RFID sensors currently in pilot.

Key customers:

Suppliers and Manufacturers of food and pharmaceutical products, refrigerated transport companies, Food Services and Cold Storage Facilities.

About our company:

Exago is a privately held company incorporated in Y2000. We have in-house software developers and electrical engineers. We have an established partnership with a large US based company for global distribution of our applications.

Fujitsu

Contact Details for enquiries:

Terry Carter

Manager Strategic Alliances

Phone: 02 97764555

Email: info@au.fujitsu.com

Website: www.fujitsu.com

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking

Brief description product & services:

Fujitsu is a full service provider of information technology and communications solutions. Throughout Australia and New Zealand we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited is a wholly owned subsidiary of Fujitsu Limited of Japan.

RFID pilots conducted:

None in Australia

About our company:

File Technology

Contact Details for enquiries:

Michael Rodan

Managing Director

Phone: (02) 9317 0900

Fax: (02) 9317 0999

Email: michael.rodan@file.com.au

Website: **www.filetech.com.au**

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Healthcare, Security tracking, Libraries, Accounting, Finance, Legal, Medical.

Brief description product & services:

Turnkey solution incorporating tags, readers, firmware, software and installation

Key customers:

Legal, Medical

RFID pilots conducted:

Legal, Medical

Hubert+Suhner

Contact Details for enquiries:

Richard Benfatto

Sales Manager RF Technologies

Phone: 289771200 Fax: 299727549

Email: richard.benfatto@hubersuhner.com

Website: **www.hubersuhner.com**

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Healthcare, Security tracking, Pharmaceutical industry, Libraries

Brief description product & services:

Design and manufacture of UHF antennas for RFID in the warehouse/forklifts /conveyor belts/lifting platforms and elevators. We also provide coaxial cable assemblies and connectors.

Jorge Tabacman & Associates

Contact Details for enquiries:

Jorge Tabacman

Director

Phone: 0409 899 245 Web: www.rfid-strategies.com

Email: jtabacman@rfid-strategies.com

Address: PO Box 3667, Marsfield, NSW, 2122

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Asset Management, Manufacturing and Warehousing, Retail Operations, Healthcare, Security tracking, Pharmaceutical industry, Libraries, Tracking deliveries and returns in the Manufacturing, Asset Hire and Construction Industry. Elimination of manual counts, data entry, reconciliations and customer disputes due to stock discrepancies. Real time stock take.

Brief description product & services:

The convergence of business process improvement and RFID technology creates a winning strategy and a new material handling solution with a new level of supply chain visibility. The incorporation of RFID technology as an enabler of more streamlined business processes has resulted in a new **Pallet Level Architecture**, with the **International Patent Pending Intelligent Pallet** at its core, that is able to deliver the eagerly sought RFID ROI.

RFID pilots conducted:

Pilots and business cases conducted in USA and Australia with active, semiactive and passive tags. Stock items included a variety of materials such as metal pipes, timber, ladders, pallets, etc. Using the Intelligent Pallet, 100% of the stock items were read and the information downloaded wirelessly to a central computer.

Key customers:

Reebok, Select Appointments, AM Corporation, Westpac, Westfield USA, Toga construction, Thomas Cook Foreign Exchange, Australian Stock Exchange.

About our company:

Jorge Tabacman & Associates has successfully integrated RFID technology and business process improvement creating a cohesive RFID implementation methodology. The Pallet Level Architecture and the international patent pending Intelligent Pallet are the missing link in supply chain visibility with their ability to track its contents in real time without the need for expensive RFID infrastructure. A recent study conducted by Jorge Tabacman & Associates has demonstrated the ability of its award winning SIMMETHOD™ methodology and Intelligent Pallet to eliminate disputes between suppliers and customers with the added advantage of reducing operational costs. Jorge Tabacman is a former CIO of Westfield and the author of *Converting Information into Assets*.

Licensys

Contact Details for enquiries:

Barry Kruger

Business Development Manager

Phone: 0417 612 641

Email: rfidaa-qld@smartchat.net.au

Website: www.licensys.com

Address: 57 Campbell Ave, Wacol, Qld, 4076

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications: Asset Management

Brief description product & services:

Entify is the advanced identification company within the LicenSys Group. Our electronic vehicle identification (EVI) product portfolio includes traditional number plates as well as passive RFID aluminium number plates and a range of active EVI solutions. All our RFID products integrate seamlessly into existing business processes and transactions that exist within the vehicle registration and licensing areas of governments.

Barry Kruger is also the Queensland representative of the RFIDAA.

Key customers:

Transport departments in Australia, New Zealand, United Kingdom, United States of America and Canada.

RFID pilots conducted:

LicenSys and Entify have conducted a number of internal pilots in support of the development of a low cost RFID vehicle number plate. Proposals have also been submitted for the evaluation of our motorcycle RFID number plate in the planned motorcycle identification trial announced to the media during a recent road safety summit.

About our company:

Our Electronic Vehicle Identification services cover the following:

Consulting Services:

Technology

- * Electronic License Plates
- * Electronic Registration Labels

Applications

- * Electronic Vehicle Identification Systems
- * Electronic Registration Systems
- * Associated Transactions and Database Systems

Mems-ID Pty Ltd

Contact Details for enquiries:

Fraser Clayton

CEO

Phone: (03) 9763 9763 Fax: (03) 9763 9764

Email: info@mems-id.com

Website: www.mems-id.com

Address: MiniFAB, 1 Dalmore Drive, Scoresby, Vic, 3179

Regions: VIC

RFID Applications:

Healthcare, Security tracking, Pharmaceutical industry, Access systems and emergency systems

Brief description product & services:

Mems-ID is a dynamic, young company developing a new RFID technology which promises enhanced technical capabilities together with lower cost RFID tags.

About our company:

Mems-ID is a dynamic, young company developing a new RFID technology which promises enhanced technical capabilities together with lower cost RFID tags.

The Mems-ID technology has a number of unique attributes that will offer benefits to customers not attainable with existing bar code and RFID technologies and provide them with a platform for a significant competitive advantage.

Mems-ID was founded in 2003 to develop advanced battery-less (passive) RFID memory and temperature sensing devices that will have several unique attributes. They will utilise a novel method of programming and storing data on the device and can be fabricated simply and inexpensively using low-cost MEMS (Micro Electro Mechanical Systems) technology manufacturing techniques.

The company is currently focussing on healthcare applications, but the technology will have application to a wide range of other industries.

Organisation website: <http://www.mems-id.com>

RFID sales contact: Brett Schwarz

RFID sales phone: +61 (0)3 9763 9763

Mid-Comp

Contact Details for enquiries:

Adam Turner

Sales Manager

Phone: 03 9915 5200 Fax: 03 9544 9631

Email: adamt@midcomp.com.au

Website: www.midcomp.com.au

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Pharmaceutical industry

Brief description product & services:

ODYSSEY is an Enterprise level fully integrated Internet delivered Corporate Intelligent Supply Chain, Advanced Distribution, and Financial Accounting business system. STOCKMAN is configured to meet the needs of the small to medium company in the import / export, wholesale & retail distribution, or transport & logistics 3PL environment who cannot justify the expense and complexity of a conventional ERP, Stockman is the shrink-wrapped small business version of Odyssey

Key customers:

Elders, Bluescope Steel Logistics, Bosselman USA, Nintendo, Janome, Kangan Batman TAFE

Pronto

Contact Details for enquiries:

Bonnie Ryan

Phone: (03) 9887 7770

Sales enquires email: marketing@pronto.com.au

Website: www.pronto.com.au

Pronto Software is an independent software developer of Enterprise Management Systems. The product portfolio specialises in supply chain enablement and execution.

Pronto Software is an Australian company - with Australian R&D - who develop, sell and support PRONTO-Xi, a powerful *Enterprise Resource Planning* (ERP) system ideally suited to deliver immediate and lasting value to mid-market companies. PRONTO-Xi is comprehensive, with broad business application and the deep functionality that only decades of knowledge can deliver.

Protrac

Contact Details for enquiries:

Daniel Puskas

Sales & Marketing Manager

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Fax: 3009 0050

Email: danielp@protracid.com

Web: www.protracid.com

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Healthcare, Security tracking, Pharmaceutical industry, Mining OH&S, Duress Alert, Shopping Management Cleaner Track, Number Plate Recogniting, Weighbridges, Access Control.

Brief description product & services:

Protrac iD is Australia's leading designer and manufacturer of long range active RFID tracking tags, receivers and data collection software and are major component suppliers to end users, system integrators, OEMs and value added resellers.

Key customers:

Nurse Call Companies, Fleet Management Companies, Defence, Musuems, Universities, OEM'S.

RFID pilots conducted:

Hospitals, Aged Care Facilities, Mines, Car Parks, Number Plate Recognition, Weighbridges,

Psion Teklogix

Contact Details for enquiries:

Mrs Vani Saradhi Motamarri

Regional Sales Director

Phone: 02 9797 8104

Email: Vani.Saradhi@psionteklogix.com

Website: www.pSIONteklogix.com

Psion Teklogix is a global provider of solutions for mobile computing, wireless data collection and RFID. The company's fully integrated mobile computing solutions include rugged hardware, secure wireless networks, robust software, professional services and exceptional support programs. Psion Teklogix has customers in more than 70 countries around the world, and over 35 sales and support offices in 16 countries. Psion Teklogix is headquartered in Mississauga, Ontario, Canada with additional corporate offices located in the United States, Latin America, Europe and Asia.

Psion Teklogix (Australia) Pty Limited, a 100% owned subsidiary of Psion Teklogix Inc is located in Sydney.

Regni Pty Ltd

Contact Details for enquiries:

Bill Johnson

Director - RFID Technologies

Phone: 0407 301 756 Email: bill@regni.com.au

Website: www.regni.com.au

7/252 Blackburn Road, Mt Waverley, Vic, 3149

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Asset Management, Manufacturing and Warehousing, Healthcare, Security tracking, Access systems and emergency systems

Brief description product & services:

Regni is a specialist company providing advisory, design and implementation of RFID services to improve the bottom line of companies.

RFID pilots conducted:

Centre for Health Innovations, LaTrobe University, Monash University, Zapata Engineering (US),

Key customers:

Centre for Health Innovations, LaTrobe University, Monash University, Zapata Engineering (US),

About our company:

Regni's business practice covers three main areas:

1. Radio Frequency (wireless) and sensors, coupled with Active RFID products (Patented).
2. Real-Time Location Systems (RTLS) for tracking high value assets and personnel tracking utilizing existing Wi-Fi wireless infrastructure.
3. Radio Frequency (wireless) Polysomnography and Physiological monitoring medical technology (Patented).

Regni investigates and evaluates the current best-of-breed RFID solutions. Through its integration capabilities Regni collaborates with application software solution providers to integrate the appropriate RFID technology. This provides enhanced functionality and greater ROI to the end-user. Regni is also collaborating with LaTrobe and Monash Universities to further research and develop RFID solutions in conjunction with final year thesis students in the faculties of IT, Bio-Medical Engineering and other Health related educational courses. Regni is currently evaluating passive RFID technologies that will allow the use of low cost passive RFID tags to be used to further enhance the Real Time Location Systems (RTLS) provided by Pango Networks.

Savi Technology

Contact Details for enquiries:

Daryl Kendrick

Phone: (03) 9882 4430

Website: www.savi.com

With over 17 years of supply chain experience, Savi Technology is the proven leader in RFID solutions that deliver value through real-time visibility, asset management, consignment and shipment management, inventory optimization, and global supply chain visibility and security.

Savi has more than fifteen years experience implementing solutions around the world that have been proven to enhance operational efficiency, deliver substantial cost savings, reduce capital investment in supply chain assets and optimize inventory levels. The company is the primary technology provider for the world's largest RFID consignment monitoring network for the U.S. Department of Defense, which employs RFID, barcode, cellular and satellite communications systems to track more than 35,000 conveyances daily across a global network of 1400 locations in more than 45 countries.

Founded in 1989, Savi Technology is a wholly owned subsidiary of Lockheed Martin., with headquarters in Mountain View, California and offices in Johannesburg, London, Melbourne, Singapore, and Washington D.C.

Headquartered in Bethesda, Md., Lockheed Martin employs about 135,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration and sustainment of advanced technology systems, products and services. The corporation reported 2005 sales of \$37.2 billion.

Sensor Connect

Contact Details for enquiries:

Marcus Zeltzer

Phone: (02) 9458 7312

Mobile: 0401 033 114

Website: www.sensorconnect.com

SensorConnect is a leading provider of real-time data collection systems that focus on the connection of all sensor related data including RFID, imaging systems and environmental controls.

The SensorConnect technology is a highly-scalable, real-time, high-volume, auto-id and sensor tracking and query system. It can be used as a platform for real-time automated reasoning (planning, optimization and exception management) in a range of different areas including supply chain management, financial services transaction tracking, and real-time data centric intelligence applications.

SensorConnect solutions have the ability to track billions of objects, respond to queries in real-time, and handle complex events on a secure, inter-organizational basis.

SensorConnect is headquartered in San Francisco, has a branch office in New York, and an R&D facility in Sydney, Australia. SensorConnect is also currently establishing a presence in Asia and the European Union.

Smithi

Contact Details for enquiries:

Mr. Mick Smith

Phone: 03 9776 9000

77 Harnett Drive Seaford. Vic 3198

Company details not available at time of production of this directory.

SMS

Contact Details for enquiries:

Rolf Zimmerman

Phone: (03) 9696 0911

Email: rzimmerman@sms.com.au

Address: Level 18 IBM Centre, 60 City Rd,
Southbank, Vic, 3006

Regions: VIC, ACT, NSW, QLD

RFID Applications:

Supply Chain Management, Asset Management,
Smart Cards, Healthcare, Pharmaceutical industry,
Libraries

Brief description product & services:

Business performance improvement, Technology
alignment, Organisational mobility, Project delivery.

RFID pilots conducted:

ADF ATV for Defence. RF tracking for Parachutes
and Weapons

Key customers:

Health, Banking, Finance & Insurance, Energy &
Utilities, Mining & Resources, Defence, Government,
ICT and Gaming.

About our company:

SMS Management and Technology is the largest
Australian listed business services firm (ASX:SFE)
with staff in excess of 850. www.smsmt.com.

Tenrod Australia

Contact Details for enquiries:

Ian Lai

Product Manager

Phone: 02 9748 0655

Fax: 02 9748 0258

Email: ian@tenrod.com.au

Website: www.tenrod.com.au

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, Healthcare, Security tracking, Pharmaceutical industry, Libraries, Events & Entertainment

Brief description product & services:

RFID Tags, Labels & Tickets

Unique Micro Design

Contact Details for enquiries:

Geoffrey Ramadan

Managing Director

Phone: (03) 9582 7077 Fax: (03) 9582 7000

Email: sales@umd.com.au

Website: www.umd.com.au

Address: 200 Wellington Road, Clayton, Vic, 3168

Regions: VIC, ACT, SA, NSW, NT, WA, QLD, TAS

RFID Applications:

Supply Chain Management, Asset Management, Smart Cards, Manufacturing and Warehousing, Retail Operations, Livestock, Healthcare, Security tracking, Pharmaceutical industry, Access systems and emergency systems, Libraries

Brief description product & services:

Fixed and Mobile RFID readers and tags, including custom design of RFID readers and interfaces, middleware software and integration services.

RFID pilots conducted:

We have deployed RFID solutions in Low Frequency, High Frequency and UHF applications.

Key customers:

Too numerous to mention. We have been in business for over 23 years.

About our company:

Unique Micro Design (UMD) provides engineers ICT solutions in edgeware products and services, which reflects our ability to design and modify electronics, select from key agencies and provide support through our professional software and support services in supply chain technologies.

Viscount Plastics

Contact Details for enquiries:

Kevin Hannon

Market & Business Development Mgr.

Phone: 02 8796 2255

Fax: 02 9820 3772

Email: kevin_hannon@viscount.com.au

Website: www.viscount.com.au

Regions: Australasia, SE Asia, China

RFID Applications:

Supply Chain Management, Manufacturing and Warehousing, Retail Operations, RTP, Supply Chain Solutions and Total Asset Management

Brief description product & services:

A full service and solutions provider of innovative industrial, packaging and materials handling products. Through the LINPAC Group businesses of Intellident and Logtek, Viscount can provide RFID supply chain solutions, RFID software driven asset tracking and recording systems.

RFID pilots conducted:

To date the LINPAC group has RFID-enabled close to 50 million items. On the local front Viscount has RFID-enabled several thousand totes in an Automotive application.

Key customers:

Major Retailers, Manufacturers, Government Utilities, Defence and Military, Pooling equipment companies.



www.rfidaa.org



ITS

3 Rocklea Drive, Port Melbourne, Victoria, 3207 Australia

Phone: (03) 8680 2222 Fax: (03) 8680 2300