



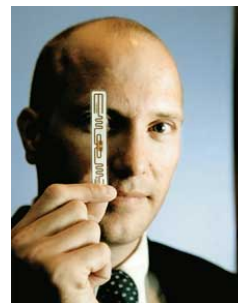
## Focus on our sponsors: Telstra actively present at Cebit 2006



At Cebit, Jonathan Loretto, General Manager of Extended Enterprise Solutions at Telstra, gave a presentation about RFID, titled *Explosion and New Ways of Working*.

He explains that the real drivers of ROI and the value of RFID implementation are to develop better and smarter ways of using accurate information in a timely fashion and to change the processes and the way of doing business.

Telstra became a Foundation Sponsor of the RFID Association of Australia to participate in "informed debate" in driving knowledge about RFID and its applications.



Jonathan Loretto, General Manager of Extended Enterprise Solutions at Telstra.

[More Details](#)

## Standards : Update on Gen2 & ISO18000



EPC Global and the International Organization for Standardization (ISO) have been developing RFID standards.

The EPCglobal UHF Gen2 Class 1 standards was ratified by the EPCglobal Board of Governors in December 2004. It has been submitted as a proposal to become part of the ISO-1800 series of standards. It will be called ISO 18000-6C...

[More Details](#)

## RFIDAA at Cebit 2006

With the support of Multimedia Victoria RFIDAA was able to have a cluster of companies represented in the RFID dedicated area of Cebit 2006. The IT exhibition took place at the Sydney Convention Center from May 9th to May 11th and was attended by more than 30,000 visitors.

### Next RFID events & links

- On [MoreRFID.com](#) read how "Australia is regarded as a leader in using [RFID and e-passport] to protect its nation against individuals attempting to penetrate its borders illegally."
- 12th of July: [RFID World Korea](#) in Seoul.
- 25th & 26th of July: [Impetus 2006](#) in Melbourne.
- 8th-10th of August: [RFID World Australasia 2006](#) in Sydney. *Meet RFIDAA at this event!*
- 20th & 21st of September: [Active RFID Summit Europe & RFID Smart Labels Europe 2006](#) in London.

[More links and events](#)

## Launch of an RFID guide by DCITA

The Department of Communications, Information Technology and the Arts (DCITA) is about to issue an RFID guide geared toward Australian small to medium-sized enterprises (SME). It has been developed in consultation with RFIDAA and GS1. It has also been reviewed by the Auto-ID Laboratory, Adelaide.

*Getting the Most out of RFID* is designed to provide SMEs with practical and simple starting advice on what RFID can do for SMEs and some of the issues to consider with RFID adoption.

The DCITA guide mainly discusses the use of RFID technology in inventory and supply chain management, being a likely area of application of RFID in the near future.

The starting guide for SMEs is expected to be released at Impetus 2006 in Melbourne (25th and 26th of July).



Australian Government  
Department of Communications, Information Technology and the Arts

Next Newsletter:  
*Booz Allen surveys the Federal Government departments on their position about RFID. Don't miss it!*

Booz | Allen | Hamilton

### Announcement:

RFIDAA members, the RFIDAA AGM is coming on August 15th, and Director positions will be available. More details about the AGM and how to nominate Directors is available from our website: [www.RFIDAA.org](http://www.RFIDAA.org)

RFIDAA is proudly sponsored by:



Booz | Allen | Hamilton

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at [admin@rfidaa.org](mailto:admin@rfidaa.org)

Page 1/3



3 Rocklea Drive  
Port Melbourne Vic 3207  
Phone 0434 937 393



## Focus on our sponsors: Telstra actively present at Cebit 2006

At Cebit, Jonathan Loretto, General Manager of Extended Enterprise Solutions at Telstra, actively participated in a panel session about a current government issue: Security and Identity Management. In addition, he gave a presentation about RFID, titled *Explosion and New Ways of Working*. Telstra was also represented on the floor of the GS1 booth by Ash Koheil, Solutions Development Principal of Extended Enterprise Solutions.

Jonathan Loretto has been involved with RFID for over 8 years. Prior to joining Telstra he built and launched the RFID practice within Capgemini in the U.K., Europe, Asia Pacific and North America and was the Global Technology Lead for RFID at Capgemini North America. Mr Loretto's involvement with RFID, has led him to serve on the board of a number of different high profile projects like MIT's forum for Supply Chain Innovation in Boston and the AutoID initiative forum.

Telstra became a Foundation Sponsor of the RFID Association of Australia to participate in "informed debate" in driving knowledge about this formative technology and its applications.

During his presentation, Mr Loretto highlighted that RFID helps organisations to lower the cost for gathering information and also gives more 'rich' information about the real world that surrounds organisations. RFID *lowers costs* because it requires less human interactions, such as, scanning and handling while also automating a deeper, more granular level of detailed information. Of course, some of the RFID benefits are achievable with the present barcodes in today's market but at a higher labour cost.

Another key point Mr Loretto made was about Return On Investment (ROI) and RFID. He explains that the real drivers of ROI and the value of RFID implementation are :

- to develop better and smarter ways of using accurate information in a timely fashion
- and to change the processes and the way of doing business.

Mr Loretto is a strong believer that the frameworks and approaches to handle the new processes and ways of working that are required to extract the value of RFID have not been developed yet.

- As an example, RFID provides an explosion of information. The priority is not *how to stock* the terabits of data produced every second, but *how to filter* this information. The business value of this information can be derived from less than 1% of the volume of the data collected.

Another sentiment shared by Mr Loretto is that those involved in RFID "need to share processes among organisations". Organisations working on new systems can incorporate a wide range of innovation through the use of RFID in core horizontal applications, such as Asset Management, Inventory Management, Logistical Control, and Manufacturing work in progress. The next step will be to develop industry specific standardised processes, through "EDI canal and business control frameworks".

The term "Near Time" was coined by Mr Loretto to describe the breakthrough processes organisations are moving to; an event driven model. Contrary to current planning models that assume that our world is going to remain static for a set period, event driven organisations, said Jonathan Loretto, use information, processes and events occurring within their own environments to anticipate how to respond to different issues that occur on a day to day basis.

Mr Loretto concluded that what we possibly want to achieve with RFID is: "a seamless, loosely coupled, highly functional, highly effective supply chain. This would allow us to combine information from multiple sources to facilitate automating their business more efficiently and more effectively."

[Continue on the next page](#)

RFIDAA is proudly sponsored by:



Booz | Allen | Hamilton

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at [admin@rfidaa.org](mailto:admin@rfidaa.org)

Page 2/3



3 Rocklea Drive  
Port Melbourne Vic 3207  
Phone 0434 937 393



## Why Telstra is in RFID?

RFID is one of 16 competency centres created to provide complex services to Telstra enterprise clients.

For Telstra, RFID is a "telephone thing": it enables us to connect everyday objects together but not always with value added. Telstra is assembling an experienced team to put this experience into new process models and new concepts about how organisations can change the limitations they have. This will lead to new business models and new ways of working.

## Standards: update on UHF Gen2 and ISO18000

EPC Global and the International Organization for Standardization (ISO) have been developing RFID standards for years.

The EPCglobal UHF Gen2 Class 1 standards was ratified by the EPCglobal Board of Governors in December 2004. It has been submitted as a proposal to become part of the ISO-1800 series of standards. It will be called ISO 18000-6C. At the moment, a HF Gen2 Class 1 protocol is on its way to be ratified.

As the ABCs of RFID guide from Intermec explains "*The Gen2 standard was created to facilitate the use of EPC numbers, which uniquely identify objects such as pallets, cases or individual products. EPC standards provide both RFID technical specifications and a numbering system for unique, unambiguous item identification*".

EPC Global has its own description: "*UHF Gen 2 Class 1 : standards define the physical and logical requirements for a passive-backscatter, interrogator-talks-first (ITF), RFID system operation in the 860 MHz-960 MHz range.*"

The 18000 series of standards has been developed by ISO and the International Electrotechnical Committee (IEC) to address RFID item management. As a consequence it is used for the supply chain. The standards go from 18000-1 through 18000-7 and mainly describe the "*parameters for air interface communications*" at different frequencies. However, as points out a US Department of Commerce paper "*the [ISO 18000] standards do not include several issues including data content, structure, and physical implementation of the tags and readers*".

EPC Global and ISO work together and part of their standards is similar or compatible. As an example, Reva Systems White Paper states that "*many familiar techniques that are in the ISO 18000-6 A/B standards, can be found in parts of Gen2*". RFID manufacturers still have to comply to both since in some part of the world only ISO standards are used, in others both.

ISO has not ratified the Gen2 protocol yet. Recently, the RFID Journal mentioned that ISO was "*on the cusp*" of doing it.

### Sources:

- [EPC Global](http://www.epcglobalinc.org/standards_technology/EPCglobal2UHF RFIDProtocolV109122005.pdf) : [http://www.epcglobalinc.org/standards\\_technology/EPCglobal2UHF RFIDProtocolV109122005.pdf](http://www.epcglobalinc.org/standards_technology/EPCglobal2UHF RFIDProtocolV109122005.pdf)
- ISO, the 18000 series: <http://www.iso.org/iso/en/CatalogueDetailPage.CatalogueDetail?CSNUMBER=34112&ICS1=35&ICS2=40&ICS3=>
- Reva System White Paper: "An In-Depth User's Guide to Selecting and Deploying Gen2 Tags, Readers, and Infrastructure" ([www.revasystems.com](http://www.revasystems.com))
- The US Department of commerce paper about RFID: Opportunities and Challenges in Implementation. (April 2005)
- Intermec's ABCs of RFID White Paper: Understanding and Using Radio Frequency Identification (January 2006). Available at: <http://www.bitpipe.com/rlist/term/RFID.html>
- RFID Journal : O'Connor, M.C. 2006. « Tire-Tag Maker Offers Blowout Price » Available at: <http://www.rfidjournal.com/article/articleview/2283/>

RFIDAA is proudly sponsored by:



Booz | Allen | Hamilton

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at [admin@rfidaa.org](mailto:admin@rfidaa.org)

Page 3/3



3 Rocklea Drive  
Port Melbourne Vic 3207  
Phone 0434 937 393