



RFIDAA
3 Rocklea Drive
Port Melbourne Vic 3207
Phone 0434 937 393
ABN 91 111 771 674

Newsletter

Opportunity to become a Foundation Member of the RFID Association of Australia

Thank you for your prior consideration in becoming a Foundation Sponsor of RFIDAA.



Recently RFIDAA has hosted several major events, including a seminar by **Governor Tom Ridge**, former secretary of Homeland Security in the US (pictured).

With our Annual General Meeting coming up, we would like to confirm 10 Foundation Sponsors for 2006. Each company receives a position on our Steering Committee.

Already we have commitment from Unisys, CA, NEC, Booz Allen Hamilton and Telstra. There are several other companies in the process of confirming their participation.

One of the reasons why this is important is to participate in creating a proper framework of adoption for RFID.

This framework will define the dependencies for:

- data standards and related disciplines
- architecture including middleware and management
- industry specific solution sets
- project success

There are 20 related Professional Service requirements for successful RFID adoption. RFID is much more than just a smarter bar code. It has the capability to change the quality and depth of information available to a business.

RFID therefore will create new ways of competing, improving productivity and servicing customers. Those that are working with us today acknowledge this potential and the fact RFID will be here for many years to come.

You have an opportunity is to get in on the ground floor and participate in industry leadership, RFID brand recognition and advanced learning to benefit from being a leader in this field.

Contact admin@rfidaa.org for a full package on why to become a sponsor.

RFIDAA is proudly sponsored by:



UNISYS

NEC



Booz | Allen | Hamilton