



Focus on our Foundation Sponsor Booz Allen Hamilton: The Government surveyed on RFID

In line with our goal of consistent, long term programs to assist the proper implementation of RFID technologies and systems, an in depth survey with the Australian Federal Government was undertaken earlier this year by Booz Allen Hamilton in collaboration with RFIDAA. The survey aimed to understand the orientation to innovation with RFID, the current understanding of this technology within the Australian government and to isolate areas where additional information and education is required.

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CROSS ENTERPRISE transactions

RFIDAA works with leading consultants from around the world to provide members and industry in Australia with insight and understanding. Given RFID's potential to change the way business is conducted around the world, RFIDAA concentrates on industry based commitment on which to apply our framework. This framework recognizes the importance of data and message standards as they relate to the use of RFID. We are promoting a handbook on this framework entitled: "RFID in the Enterprise".

For more information please see our web site: www.rfidaa.org...

Links, events, & discounts

On [IDTechEx](#), read how « *Australia and New Zealand have some leadership positions in adopting RFID* » (page 2).

8th & 9th of August: [RFID World Australasia 2006](#) at the Sydney Convention and Exhibition Centre.

15th & 16 of August: [RFID Journal - AAFA Apparel & Footwear Summit](#), New York City, USA.

20 & 21st of September: [Active RFID Summit Europe & RFID Smart Labels Europe 2006](#), London, UK.

50% discount to RFIDAA members for Frost & Sullivan subscription.

RFIDAA members receive a discount to WCCN RFID publications (page 2).

20% discount to RFIDAA members for Conference passes at RFID World 2006 (page 3)



Announcement: Reminder
RFIDAA members, the RFIDAA AGM is coming on August 15th.

Check www.rfidaa.org



RFIDAA at Impetus 2006

Impetus took place in Melbourne, at the Sofitel Hotel, on the 25 and 26th of July. It was organised by GS1 and was attended by more than 25 exhibitors and hundreds of visitors.

Several Directors were present on the RFIDAA stand to **communicate, facilitate, collaborate and represent** about RFID's potential for Australia. Picture above: Ian Watt, Chairman and Cal Anderson, Vice Chairman.

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RFID World: Only a few days left until Australia's largest RFID event - Register Now!

Sydney Convention and Exhibition Centre
8-9 August

Sponsored by Telstra

RFID World Australasia 2006 is a two day conference and showcase filled with local and international case studies focusing on the use of RFID in a wide range of industries.

For more information download the RFID World conference brochure on the [Terrapinn's website](#).

And see what else is on offer at RFID World Australasia 2006.

Book today! Call +61 2 9005 0777 to register and confirm your place.

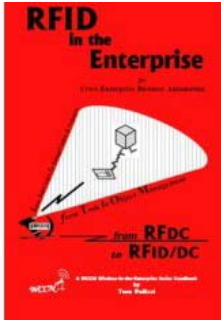
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[More on rfidaa.org...](http://www.rfidaa.org...)

RFIDAA is proudly sponsored by:



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Get the WCCN Handbook "RFID in the Enterprise" and 6 back issues of the WCCN newsletter for \$47 (S&H incl.).

Learn more about Cross-Enterprise Business Automation and benefit from the new price, (was \$82).

While some may wonder if RFID will ever replace bar codes, this Handbook suggests that the wrong question is being asked. The right question is "In a world of Internet-connected supply chain partners, to what degree (and how) will RFID participate in the replacement of humans by advanced automation?" RFID in the Enterprise provides definitive answers.

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RFIDAA members receive a discount to WCCN RFID publications

Stay informed on RFID through WCCN's monthly newsletter. RFIDAA members receive a discount on their subscription to WCCN. In return WCCN donate a portion of your subscription back to supporting RFIDAA.

Visit www.wccn.com/RFIDAA.htm to find out more about this special offer.

WCCN's monthly, *The WCCN Letter*, is focused on RFID systems architectural options for building in-enterprise and cross-supply chain RFID infrastructures. Experienced-based stern stances are taken on architectural deployment issues essential for really reaping bottom line benefits, with RFID implementations that are operationally sound.

Positions on today's competing RFID standards concentrate on the separation of those standards that are shortsightedly concerned with compliance from standards essential for internationally ubiquitous tags - an essential key to successful use of RFID in an e-business world.

Dominant trends in overall enterprise automation supplier integration and consolidations are tracked, as are individual supplier offerings and deployment that affect RFID deployment.

National Demonstrator project

The GS1 Australia Impetus trade show presented the latest product and service offerings with a focus on supply chain and technology solutions.

It was also the occasion to learn about the National Demonstrator Project and the Patties to Montague EPC/RFID Pilot-Case Study since the reports of both RFID implementation pilots were launched.



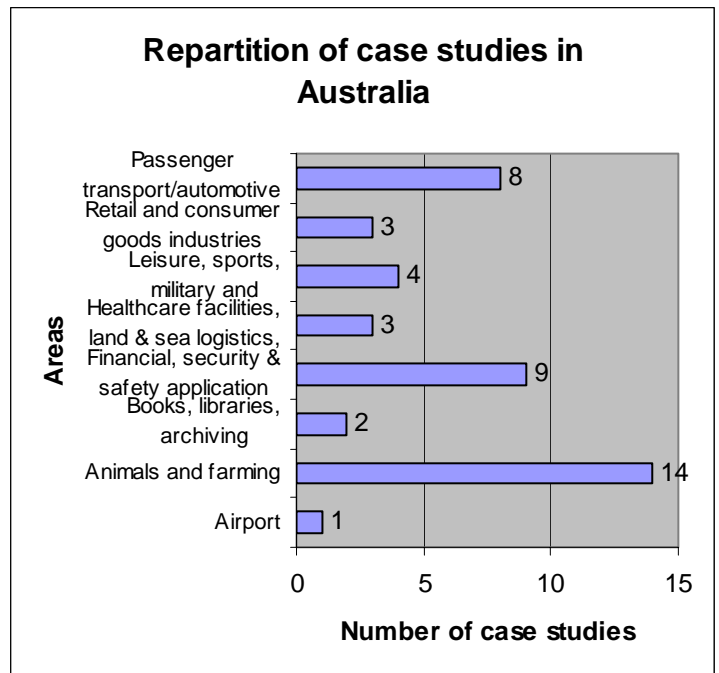
"RFID in Australia and NZ" from IDTechEx-July 06

« Australia and New Zealand have some leadership positions in adopting RFID but in some other respects, these countries are laggards in adopting RFID and need to benchmark against best practice elsewhere and catch up. »

The key figures:

US \$2.7 billion is the global RFID business value in 2006, this figures is expected to reach US\$ 26 billion in 2016.

10th is the rank of Australia worldwide for the number of RFID case studies.



Source: IDTechEx.

Read more on www.rfidaa.org or on www.idtechex.com



Cal Anderson, Vice Chairman of RFIDAA, with Ross Smith from Deakin University at Impetus 2006.

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at admin@rfidaa.org

Visit our website: www.RFIDAA.org



Newsletter

July 2006



3rd Annual

R.F.I.D. world

Australasia 2006

8-10 August 2006, Sydney Convention and Exhibition Centre, Sydney, Australia

Only a few days left until Australia's largest RFID event - Register Now!

<http://www.terrapinn.com/2006/rfid%5Fau/>

RFID is having a major impact across a large number of industry sectors and job functions. The potential applications are vast, as it is relevant to any organisation engaged in the production, movement or sale of physical goods.

This includes:

- Retailers
- Distributors
- Logistics service providers
- Health
- Defence sector
- Warehousing and packaging
- Manufacturers and their entire supplier base

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For more information download the RFID World conference brochure at <http://www.terrapinn.com/Template/Master/EventBrochure.aspx?txtEID=1258>

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FREE TECHNOLOGY SHOWCASE

Is RFID right for your business? Find out at the RFID World Australasia 2006 technology showcase. It's where you can:

- Learn about and test the latest RFID technologies and solutions
- Network with hundreds of leading RFID industry experts
- See hands on demonstrations of the latest products and solutions
- Find out what mix of technology and providers best meets your company's needs
- Save time, effort and money
- Over 25 companies will be present teaching and demonstrating on the benefits of RFID.

Companies exhibiting at RFID World Australia 2006 include:

RFIDAA, Omron, Telstra Electronics, Zebra Technologies, Toshiba Tec, Docuspace, Paxar, Electrocom, BCDS, iCrystal, Adilam Technologies, Peacock Brothers, Viewlocity, Protrac ID, Sunshine Technologies, Symbol, UMD, BEA systems, Atmel, SAMES, Psion Teklogix, Blackbay, Avery Dennison, RFIDba.

2 days only! Showcase opening hours:

Tuesday 8th August: 11am - 3pm

Wednesday 9th August: 11am - 3pm

Pre-register for the FREE showcase at <http://www.terrapinn.com/2006/rfid%5Fau/> to ensure fast-track access.

Don't Miss it - just 2 big days

"Getting the Most Out of RFID" will be launched by DCITA & RFIDAA at RFID World.

Getting the Most out of RFID is an introductory guide designed to help Australian small to medium-sized enterprise (SME) understand the potential benefits of RFID technology in doing business.

The guide seeks to provide simple, practical starting advice on:

- what RFID can do for SMEs business; and
- some of the issues to consider when adopting RFID

RFID technology has the potential to revolutionise the way goods and other objects are identified and tracked. It can improve business efficiency and reduce costs, and can make entirely new types of business possible.

Key players in the Australian retail market are likely to be influential in leading a trend towards adoption of RFID technology for supply chain management in the next few years.

A business that is prepared for these trends is likely to be less vulnerable to poor or hasty decision-making in implementing an RFID solution.

This guide focuses on the use of RFID technology in inventory and supply chain management. This is likely to be the highest value and most significant use of RFID—and greatest source of challenges—for Australian SMEs in the next 5 to 10 years.

However, this is only one of a large range of uses that RFID technology can be applied to. Some of the other potential applications of this highly versatile, multi-purpose technology are also explored.

From "*Getting the Most Out of RFID*", see more on RFIDAA website: www.rfidaa.org



Australian Government

Department of Communications, Information Technology and the Arts

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at admin@rfidaa.org

Visit our website: www.RFIDAA.org



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