



Newsletter

Special Edition



RFID Association Australia:

Communicate, Facilitate, Collaborate & Represent

The RFID Association of Australia is an independent, not-for-profit association committed to the development and successful use of RFID technology. The association has a broad base of membership across Australia and is supported by Federal and State Governments in Australia.

RFIDAA and its Foundation Sponsors lead an informed debate about the role of RFID in improving industry profitability and growth and develop an adoption framework.

Membership is open to all organisations and individuals with an interest in RFID in Australia. Join online at www.RFIDAA.org or email us at rfidaa@rfidaa.org.



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...

Read the rest of this article on www.RFIDAA.org

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.

RFIDAA discounts & 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."
- 20th & 21st of September: [Ac-tive RFID Summit Europe & RFID Smart Labels Europe 2006](#) in London.
- 50% discount to RFIDAA members for Frost & Sullivan subscription (see at the back).
- RFIDAA members receive a discount to WCCN RFID publications (see at the back).

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



RFIDAA is proudly sponsored by:



Booz | Allen | Hamilton



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50% discount to RFIDAA members for Frost & Sullivan subscription

Over AUD 100,000 worth of RFID market reports is available to RFIDAA members with a 50% discount.

Frost & Sullivan provide expert market research on RFID markets and market demand. Data provided includes: market drivers and restraints, revenue forecasts, pricing trends and analysis, competitive analysis/market share, strategic recommendations, and more.

A sample of some current reports is available on our website.

To register your interest in this subscription email us with your contact details: at rfidaa@rfidaa.org

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.

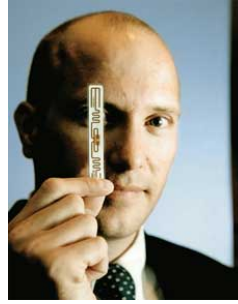
Visit www.wccn.com/RFIDAA.htm to find out more about this special offer.

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.

Focus on one of our Foundation Sponsors: Telstra



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

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.

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.

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

Read the full article on www.RFIDAA.org



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Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at admin@rfidaa.org

Visit our website: www.RFIDAA.org



RFID Association Australia
3 Rocklea Drive
Port Melbourne Vic 3207
Phone 0434 937 393