

# News Release

For Immediate Release

Oct. 5, 2007

**For more information, contact:**

Sonja Valenta

RFID Journal

212-584-9400

[svalenta@rfidjournal.com](mailto:svalenta@rfidjournal.com)

## **RFID Journal Teams With the European EPC Competence Center to Provide Training at the 3<sup>RD</sup> Annual RFID Journal LIVE! Europe Conference and Exhibition**

**Founded by GS1 Germany, Deutsche Post World Net, Karstadt Warenhaus and METRO Group, the EECC will share experiences gained over the past four years with attendees looking to leverage EPC/RFID technologies.**

**NEW YORK**, Oct. 5, 2007—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID) technology, announced today that it has partnered with the European EPC Competence Center (EECC) to provide educational training for attendees seeking to understand how EPC technology can be used to achieve real business benefits today. The training will be offered at RFID Journal LIVE! Europe 2007, which will be held 6-8 Nov. at the Mövenpick Hotel in downtown Amsterdam.

The training will start with an introduction to the basics of RFID. Additional sessions will cover:

- **Technical Challenges of RFID:** Phillip Blome, project manager of RFID pilots and trials at MGI METRO Group Information Technology GmbH, will explain the issues Metro has encountered, and how it overcame them.
- **Standards and Tagging Requirements:** Dr. Andreas Fuessler, senior project manager for GS1 Germany, will explain the key standards RFID users in Europe must be aware of, and how to overcome the challenges of tagging shipments.
- **Experiences in Tag Performance:** Thomas Holstiege, European EPC Competence Center EECC, will explain the key issues related to tag selection and placement to ensure the best performance of applied tags.
- **Data Exchange and Communication with EPC:** Dr. Andreas Fuessler will explain the format of the data suppliers will receive from retailers, and how those suppliers can analyze the data to measure their own performance.

"This is a unique opportunity for companies to learn how they can use and benefit from EPC/RFID technologies today," says Dr. Gerd Wolfram, managing director of MGI METRO Group Information Technology GmbH. "The founders of the EECC have many lessons they have learned over the years, and we are sharing them with our suppliers and other companies through this training, to move adoption forward."

The EECC training course is one of three preconference options available to attendees of RFID Journal LIVE! Europe 2007. This year's event will focus on how European companies can cut costs and improve revenues by employing RFID technology in their manufacturing, supply chain and logistics operations.

Attendees will learn:

- Why METRO Group is rolling out RFID now, and what it means for suppliers
- How Airbus is using RFID to improve all aspects of its operations
- How Sony is reducing shrinkage with a video-RFID tracking system
- The value of tracking returnable transport items
- How Lufthansa Technik improves parts maintenance with RFID
- How RFID is streamlining joint U.S.-Danish military operations
- How DHL is using RFID sensors to better monitor temperature-sensitive products

“This is the only event where companies from across Europe and Asia can hear objective case studies from those already using RFID within their organizations,” says Mark Roberti, founder and editor of RFID Journal. “I have no doubt that companies attending will come away with new ideas for how they can put RFID to work successfully and be able to meet the vendors who can help them achieve their goals.”

For more information please visit the RFID Journal LIVE! Europe Web site at [www.rfidjournal.com/liveeurope/](http://www.rfidjournal.com/liveeurope/), or contact Attendee Registration at [EuropeReg@rfidjournal.com](mailto:EuropeReg@rfidjournal.com) or +1 631-249-4960.

#### **About RFID Journal**

RFID Journal is the leading source of news and in-depth information about radio frequency identification (RFID) and its many business applications. Business executives and implementers depend on RFID Journal for up-to-the-minute RFID news, in-depth case studies, best practices, strategic insights and information about vendor solutions. This has made RFID Journal the most relied-upon and respected RFID information resource, serving the largest audience of RFID decision-makers worldwide—in print, online and at face-to-face events. For more information, visit [www.rfidjournal.com](http://www.rfidjournal.com).

#### **European EPC Competence Center**

GS1 Germany, Deutsche Post World Net, Karstadt Warenhaus GmbH and METRO Group jointly founded the European EPC Competence Center (EECC) with the objective of making the RFID experience they have already gathered available to other companies. In September 2005, EPCglobal certified the EECC as an EPCglobal Performance Test Center.

###