

RFID Journal and EPCglobal Canada to Launch Canadian RFID Summit

During the event, the RFID Alliance Lab's research director will demonstrate advanced features and capabilities of the Electronic Product Code protocol.

June 26, 2006—RFID Journal, the world's leading RFID media and events company, and EPCglobal Canada, a wholly owned subsidiary of GS1 Canada, today announced a multiyear partnership. Under the terms of this partnership, the two organizations will hold an annual RFID conference and exhibition for the Canadian market: The RFID Journal-EPCglobal Canadian RFID Summit. The first event will be held Nov. 8 and 9, 2006, at the Toronto Congress Centre.

"This partnership between RFID Journal and EPCglobal Canada helps us to serve end users, potential end users and providers of RFID hardware, software and services in Canada in a way neither organization could do alone," says Mark Roberti, founder and editor of RFID Journal. "EPCglobal Canada brings the knowledge of issues unique to Canada and its Canadian members, along with a deep understanding of Electronic Product Code (EPC) standards and the work being done to implement them. RFID Journal brings a broad Canadian audience and the ability to provide top-notch education through face-to-face events."

"We're very pleased to be working with RFID Journal," says Art Smith, CEO of EPCglobal Canada. "This partnership assists us in educating Canadian companies about the many potential benefits of using EPC/RFID technology in retail, manufacturing, supply chain and other operations."

This year's Canadian RFID Summit will feature end users presenting candid case studies about using RFID technologies in various applications, the challenges they overcame and the benefits they are achieving. The event will feature an exhibition of RFID technologies by leading RFID vendors. In addition, Daniel Deavours, research director of the RFID Alliance Lab, will demonstrate the advanced features and capabilities of the EPC protocol. Companies interested in obtaining information on becoming an event sponsor should contact Nancy Puglisi, RFID Journal's VP of sales, at nancy@rfidjournal.com.

EPCglobal Canada holds the exclusive rights to assign Electronic Product Code (EPC) numbers in Canada, allowing that nation's companies to manage their supply chains more efficiently from beginning to end, and resulting in increased productivity and profit. In addition, EPCglobal Canada supports pilot testing and implementation of products and services related to EPC technology, including certification and compliance testing.

GS1 Canada is a not-for-profit organization that promotes and maintains global standards for the identification of goods, locations and related e-commerce communication, such as bar code issuance and maintenance. GS1 Canada is the only authorized source for globally unique company prefixes in Canada, a standard term and condition of trade globally. The organization provides a range of educational opportunities, maintains ECCnet Registry (Canada's national product registry) and offers one-stop access to product images and dimensions.