

End users are looking for information on how to use RFID within their industry and RFID Journal is responding with vertical industry content.

By Mark Roberti

July 3, 2006—Our research shows that many of you don't want more RFID news—you want more specific news, stories and information about how RFID is benefiting companies in your industry, and about how to deploy the technology in your sector. And you want answers to your burning questions in a timely, easy-to-digest way. For this reason, we've introduced three new e-newsletters, each with exclusive content targeted to readers in the specific vertical industry:

Complete Content Not Available in PDF Format See: <http://www.rfidjournal.com/article/view/2470>

All of our subscribers will receive these newsletters automatically. If you are only interested in, say, pharmaceutical news, you can unsubscribe from the other newsletters. If, however, you want to keep your finger on the pulse of what's going on across all industries, you'll likely want to read each of the newsletters.



You can log in, click on "My Profile" and subscribe or unsubscribe to different newsletters whenever you wish. We will be introducing more newsletters on other industries in the months ahead, to better serve the needs of all of our readers.

In addition, we're introducing events focused on specific industries. Our [RFID Journal Industry Summits](#) event covers four verticals—retail/CPG, pharmaceutical, manufacturing and aerospace—with a shared technology exhibit.

We're also partnering with the Apparel & Footwear Association of America to host the first-ever [RFID Journal-AAFA Apparel & Footwear Summit](#), which features content geared specifically to the unique challenges and opportunities RFID presents for this sector.

What's more, we recently announced that we are teaming with [EPCglobal Canada](#) to launch an RFID Canadian Summit, which will address issues specific to companies in Canada. (A Web site with a preliminary agenda will be available online soon.)

A unique element of these events is their interactive nature. End users and potential end users have specific questions related to deployment in their industry, and we want to provide sound, objective answers. The events will feature interactive panels during which attendees will be able to ask early adopters all of the detailed questions on their minds. It's our belief that through this give and take, industries can reach a consensus on the issues that need to be addressed if RFID is going to deliver benefits to companies in specific sectors.

RFID is not a one-size-fits-all technology. Our goal is to provide the content online, in print and at face-to-face events, that will help companies determine when, where and how RFID can help improve the way they do business. We hope you find these efforts valuable. As always, I welcome your feedback; e-mail me at mroberti@rifjournal.com.

Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below.