

RFID Journal and EPCglobal Canada Announce Cornerstone Sponsor

Bell Canada will sponsor the first annual RFID Journal LIVE! Canada conference, in partnership with EPCglobal Canada.

Oct. 11, 2006—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID), together with [EPCglobal Canada](#), the leading standards-setting body for Electronic Product Code/radio frequency identification (EPC/RFID) in Canada, have announced that [Bell Canada](#) is the cornerstone sponsor for the first annual [RFID Journal LIVE! Canada](#) conference. Addressing the unique needs of companies across Canada, this RFID conference and exhibition brings together the leading end users, system integrators, consultants and vendors to address critical adoption issues in a highly interactive and collaborative setting. RFID Journal LIVE! Canada will be held in Toronto, November 8-9, 2006.

"We're pleased to have Bell Canada, one of Canada's leading companies, as the cornerstone sponsor for this unique event," says Mark Roberti, founder and editor of RFID Journal. "Bell Canada's participation is a signal for all companies doing business in Canada of how important this event is."

Andrew Mitchell, director of wireless solutions for Bell Canada, will participate in a panel discussion with Joe Soares, director of retail processes, [Staples Business Depot \(Canada\)](#); Steve Del Fatti, project manager, [Unisource Canada](#); and Jeff Ashcroft, vice president of logistics supply chain, [PricewaterhouseCoopers](#). The session will explore the lessons learned from an end-to-end RFID supply-chain pilot run by Staples and its suppliers, with the assistance of Bell Canada and other technology partners.

The event will also feature keynote addresses by Roman Coba, senior vice president, Loblaw's; Carolyn Walton, vice president of information systems, [Wal-Mart Stores Inc.](#); and Ken Porad, program manager/automated identification program, [Boeing Commercial Airplanes Group](#).

"This truly is a must-attend event for companies that want to take advantage of EPC/RFID technologies in Canada," said Art Smith, CEO, EPCglobal Canada. "This is an opportunity to learn from early adopters in Canada and thought leaders from the United States."

Companies that will have representatives in attendance include: ABMIS, ACNielsen, Alcatel, Assurant Solutions, Astro Shapes Inc., Austin Rodgers International, Benson Advanced Data Systems Inc., Celestica, CHEP Canada, CIBA Vision Canada Inc., Con Cast Pipe, EDI Gateway, Elfe Juvenile Products, Hewlett-Packard, HJ Heinz, Hoffmann-La Roche Ltd., Holt Renfrew, IBM, Identec Solutions, Irving Tissue, Johnson & Johnson Distribution, Jorgenson Group of Companies, Kimberly-Clark, Kuehne + Nagel Limited Ltd., Lassonde Industries Inc., Lenovo, Midlantic Transport, NAIT, Nestle, Pfizer Consumer Healthcare, PrismoID, Nestle, Research in Motion, Schenker Canada, Sun-Rype Products Ltd., TransCore, WIS International and Wyeth Inc.