

RFID Journal Introduces Award Program

The leading source of RFID news and information will announce the first RFID Journal Award winners at RFID Journal LIVE! 2007.

Dec. 18, 2006—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID), today announced the RFID Journal Awards, a program created to recognize those companies that have distinguished themselves by their successful use of radio frequency identification (RFID). The goal of these awards is to distinguish the leaders in deploying RFID technologies, and to foster adoption of these technologies by highlighting the best deployments.

Awards will be given in three categories:

Best RFID Implementation

This award will be given to the end-user company that has demonstrated the best use of RFID to improve its manufacturing, supply chain or retail operations. The winner will be the company that demonstrates how RFID is delivering real value to shareholders.

Best Use of RFID to Enhance a Product or Service

This award will be provided to the end-user company that has utilized RFID technology to enhance an existing product or service. The winner will be the company that demonstrates that it is using RFID to provide additional value to its customers.

Most Innovative Use of RFID

This award will be provided to the end-user company with the most novel use of RFID technology. The winner will be the company that demonstrates its use of RFID in a new or unusual way to solve a business problem, deliver a return on investment to shareholders or improve customer service.

The editors of *RFID Journal* have selected an independent panel of judges to evaluate entries and choose the winners. The first four judges selected are:

- *Stephen N. David*, former CIO and chief business-to-business officer, Procter & Gamble
- *Bill Hardgrave*, director, RFID Research Center, University of Arkansas
- *Fred Riggins*, assistant professor, Carlson School of Management, University of Minnesota
- *Mark Roberti*, founder and editor, RFID Journal

"*RFID Journal* has been committed to providing information that enables companies to put RFID to work, and this award will highlight those companies that have done just that," says Mark Roberti, founder and editor of *RFID Journal*. "Our goal is to highlight the groundbreaking work that some companies are doing. We believe these unique awards will serve to encourage more companies to talk about their success with RFID, which will help other companies understand how the technology can benefit them."

Awards submissions are due no later than Jan. 30, 2007. The panel of judges will evaluate the submissions and choose the best RFID applications in each of the three categories. An award ceremony will be held at RFID

Journal LIVE! 2007, RFID Journal's fifth annual conference and exhibition, which will take place April 30 to May 2, 2007, in Orlando, Fla., at Disney's Coronado Springs Resort. The winning entries will also be featured in *RFID Journal* magazine.

To learn more, visit the RFID Journal Awards Web site.

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