

Unisys Thought Leader to Discuss RFID Across the Value Chain, at RFID Journal LIVE! 2007

RFID Journal's fifth annual conference and exhibition, to be held April 30 to May 2, 2007, will feature a keynote address by Ravi Kalakota, vice president and managing partner at Unisys.

March 14, 2007—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID) technology, announced today that Ravi Kalakota, vice president and managing partner at Unisys, will deliver a keynote address at [RFID Journal LIVE! 2007](#), RFID Journal's fifth annual conference and exhibition. This event, the world's largest RFID conference and exhibition, will take place April 30 to May 2, 2007, at [Disney's Coronado Springs Resort](#) in Orlando, Fla.

Kalakota will discuss "RFID At Work Across the Value Chain," a key topic of interest to many companies seeking to leverage RFID technologies. "Many companies have focused their RFID investments on complying with customer mandates," says Kalakota. "But the way to maximize the value of RFID investments is to use RFID in a track-and-trace system that provides the visibility needed to secure assets and drive process improvements."

Unisys, the cornerstone sponsor for RFID Journal LIVE! 2007, has successfully implemented such track-and-trace systems with a number of its customers. During the keynote address, Kalakota will describe the opportunities that exist for using RFID to secure assets and improve processes.

"I will explain the specific factors to include in return-on-investment models and cost-benefit analyses," Kalakota says, "and show how some of our customers in different industries have implemented process improvements. I will provide examples from real-world RFID success stories."

This session will be of interest to all attendees who want to understand how more pervasive adoption of active RFID will lead to asset management for optimized utilization and maintenance scheduling, as well as consumer and product authentication and identification.

RELATED_ARTICLES "We're pleased to have Unisys as our cornerstone sponsor for the second year in a row, and honored to have a distinguished speaker like Dr. Kalakota," says Mark Roberti, founder and editor of RFID Journal.

"Unisys has shown true leadership in RFID since it began working with the [U.S. Department of Defense](#) to run the world's largest RFID network. I have no doubt that the real-world success stories it will share at RFID Journal LIVE! will be of great value to attendees from many industries."

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