

Alien Technology to Present RFID Applications at RFID Journal LIVE! 2007

Live demonstrations showing how to create pallet-pedigree, asset-tracking and flexible-logistics solutions will be held on the exhibit floor May 1 and May 2.

April 16, 2007—RFID Journal, the world's leading media and events company covering radio frequency identification, today announced that Alien Technology, a leading provider of RFID solutions, will conduct live RFID@Work demonstrations of RFID applications at RFID Journal LIVE! 2007. The demonstrations will take place in the event's 86,000-square-foot exhibit hall, May 1 to May 2, at Disney's Coronado Springs Resort in Orlando, Fla.

Alien is collaborating with several of its strategic partners, including IBM, Microsoft, Intel, Unisys, SAP, Ciber, FileTrail and Xterprise, as well as with leading RFID end users, to demonstrate seven RFID applications. These demonstrations will be repeated on each day of the event to ensure all attendees get the opportunity to view them. The seven presentations will be:

- Lessons learned from successful RFID hardware, software and system implementation
- Building a pallet-pedigree solution for flexible and scalable RFID
- RFID@Work across the enterprise and in the office
- Leveraging a track-and-trace pedigree framework to enable additional business-use cases
- An introduction to FLIER (Flexible Logistics Information Environment for RFID)
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