

RFID Journal LIVE! 2007 Highlights RFID Industry's Strength

The large turnout of end users at RFID Journal's fifth annual conference and exhibition shows that interest in and adoption of radio frequency identification technology remain strong.

May 9, 2007—RFID Journal LIVE! 2007, the fifth annual conference and exhibition produced by RFID Journal, proved beyond the shadow of a doubt that interest in and adoption of radio frequency identification technology are going strong. More than 2,500 people, including a record number of end users and potential end users of the technology, attended the event, which was held April 30 to May 2, in Orlando, Fla., at Disney's Coronado Springs Resort.

Earlier this year, several press reports falsely indicated that such leading adopters as Wal-Mart and the U.S. Department of Defense were reducing their rate of RFID implementations. However, in presentations at RFID Journal LIVE! 2007, spokespeople stated clearly that their organizations continue to move forward aggressively. "We're not backing off, or slowing down," said Rollin Ford, Wal-Mart's CIO.

"The number of end users and potential end users attending RFID Journal LIVE! continues to grow," stated Mark Roberti, founder and editor of RFID Journal. "Other industry events held during the past year have seen a marked decline in attendance, and some people took this as a sign that the market is slowing. But attendance at RFID Journal LIVE! has grown tenfold since its launch in 2003, and those visiting the exhibits this year were more numerous, more knowledgeable and ready to invest. The excitement at the event has given the industry a real lift."

RFID Journal LIVE! 2007 featured eight preconference seminars, a fast-track training program from RFID4U and five conference tracks covering the industries most affected by RFID—retail/consumer packaged goods, health care/pharmaceutical, aerospace/defense, manufacturing and transportation/logistics—as well as three individual tracks for those getting started, technical staff implementing RFID and executives developing an RFID strategy.

RELATED_ARTICLES The 86,000-square-foot exhibit hall featured nearly 200 leading RFID technology providers, as well as RFID-enabled arcade games developed by RFID Journal with help from Rush Tracking Systems, Motorola, BEA Systems and Ubisense. RFID Journal also partnered with Alien Technology and the University of Arkansas' RFID Research Center to run technology demonstrations in the exhibit hall.

"Many people told me this was the best event we've done so far, and I couldn't agree more," said Roberti. "The industry is evolving and maturing. A lot of companies are discovering new applications for RFID, or exploring how it can solve specific business problems. Speakers now have real projects and real benefits to discuss—and exhibitors have exciting new solutions to show off. We're looking forward to continuing the momentum created at LIVE! 2007 with our fall events."

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