

Alien Technology to Present RFID ROI Partner Demonstrations at EPC Connection 2007

RFID innovators will reveal adoption success stories in the exhibit hall of the fourth annual EPCglobal North America conference and exhibition, to be held Oct. 2-4 in Chicago.

Sept. 24, 2007—RFID Journal and [EPCglobal North America](#), a not-for-profit, vendor-neutral, user-driven organization supporting the adoption of Electronic Product Code (EPC) technology, have announced that RFID products and services provider [Alien Technology](#) will conduct live demonstrations of partner RFID applications at [EPC Connection 2007](#). The demonstrations will take place live in the exhibit hall, Oct. 3-4, at the Donald E. Stephens Convention Center in Chicago.

Leveraging its portfolio of EPC Gen 2 RFID tags and readers and professional services, Alien—along with several leading end users and strategic partners [IBM](#), [Intel](#), [Microsoft](#) and [Xterprise](#)—will showcase 10 RFID applications at the RFID ROI Partner Solutions Demonstration Area, located in booth 324. The 10 presentations will be as follows:

- High-Definition Supply Chain Applications—Driving Innovation With Measurable Results
- RFID Adoption and Readiness
- Extending the Connected Enterprise With BizTalk RFID
- ERP Integrated RFID Solutions: A Customer Case Study
- Track, Optimize, Profit—Achieving a Better Return on Your Assets
- Moving Forward With RFID and ROI: A Case Study
- SFO Baggage Inspection With Quatrotec
- Business Innovation Leveraging RFID Technology
- Designed EPC Solutions for Closed-Loop Applications
- Low-Risk, High-Yield ROI for Industrial Manufacturers

"The RFID market is poised for major growth, as companies begin to recognize the incredible ROI that the technology enables," says Mark Roberti, editor of RFID Journal. "When planning EPC Connection 2007, we wanted to build in an opportunity for companies to share what they have learned. Alien Technology continues to be a leader in delivering RFID products, services and education, so we are extremely pleased to have them as our partner for the educational component of the EPC Connection exhibit hall."

RELATED_ARTICLES The RFID ROI demonstrations are designed to provide EPC Connection attendees with practical information they can use to begin adopting RFID technology. Alien Technology has worked with several early adopters of RFID, providing ongoing industry education at its [RFID Academy](#) and through its services portfolio.

"We realized long ago that the future of business information was RFID, and that there was a steep learning curve for adoption," says Ronny Haraldsvik, vice president of marketing, business development and industry relations at Alien Technology. "But the payoff is significant in terms of time and cost savings. RFID Journal

and EPC Connection have played a major role in educating the market and keeping end users up to speed on industry growth. The Alien RFID ROI partner demonstrations allow us the opportunity to assist in that effort, and to show how our leadership technology and partnerships are bringing real business benefits to our customers."

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