

**At the third annual RFID Journal LIVE! Europe conference and exhibition, AIM Europe will host preconference sessions to educate attendees about a range of auto-ID topics, including how to use bar codes and RFID in tandem.**

Oct. 15, 2007—RFID Journal has announced a partnership with [AIM Europe](#) to produce a seminar for those seeking to understand how RFID and other auto-identification technologies can be used to achieve business benefits. The [AIM Auto-ID Seminar](#) will take place at [RFID Journal LIVE! Europe 2007](#), to be held Nov. 6-8 at the Mövenpick Hotel in downtown Amsterdam.

Educational sessions will cover the following topics:

- **New Developments for the Classic Bar Code:** The rapid progress of RFID and other auto-ID technologies has taken focus away from the bar code. Pim Van Loosbroek, president of [PVL AIDC Advies & Management BV](#), will explain the latest developments and solutions involving bar-code technologies.
- **An Update from AIM Europe's RFID Experts Group:** As European companies move forward with RFID, the need for standardization is becoming greater. Eldor Walk, chief technology officer at [Feig Electronic](#), will discuss how AIM's RFID Experts Group is addressing standardization issues, and where the organization is helping to move the adoption process forward.
- **Choosing the Optimal RFID System:** Jan-Willem Reynaerts, general manager of RFID at [NXP Semiconductors](#), will explain various types of RFID systems, how a company can choose a system to meet its needs and where to get the best advice on deploying an RFID system.
- **UHF Gen 2's Impact on Business Processes and Potential ROI:** Guido Vangenechten, the Benelux country manager at [Intermec Technologies](#), will present two case studies about the benefits of using RFID, illustrating how a return on investment can be achieved with the technology.
- **Harmonization of Data Structures:** Simon King, director of [Domino Integrated Solutions Group](#), will explain how to harmonize data structures so companies can create applications employing bar codes, 2-D data matrix codes and RFID technologies in combined systems.
- **The Value of Privacy-Enhanced RFID for B2B Solutions:** Henrik B. Granau, CEO of [RFIDsec](#), will explain how his company's Privacy Enhanced Technology (PET) is meeting general RFID security issues in business-to-business applications.
- **Using RFID to Drive Picking Accuracy to 100 Percent:** Combining the experience of more than 350 voice-picking installations and over 50 RFID installations, [Zetes'](#) 3i Competence Centres have designed a solution to eliminate errors during the order-picking process. Marcel Kars, VP of the 3i Competence Centres, explains how Zetes' solutions can avoid mistakes when choosing a product's type and quantity by using voice to direct the picker and adding RFID to check the handling of the worker.

"AIM has been a leading force in the auto-identification industry, and this seminar will give attendees the opportunity to learn about the latest developments in RFID and other auto-ID technologies, and how they can improve the way they do business with these technologies," says Andrew Britts, director of AIM Europe.

The AIM Auto-ID Seminar is one of four [preconference options](#) available to attendees of RFID Journal LIVE! Europe 2007. This year's event will focus on how European companies can cut costs and improve revenues by employing RFID technology in their manufacturing, supply chain and logistics operations.

Attendees will learn:

- Why [Metro Group](#) is rolling out RFID, and what it means for suppliers
- How [Airbus](#) is using RFID to improve its operations
- How [Sony](#) is reducing shrinkage with a video-and-RFID tracking system
- The value of tracking returnable transport items
- How [Lufthansa Technik](#) improves parts maintenance with RFID
- How RFID is streamlining joint U.S.-Danish military operations
- How [DHL](#) is using RFID sensors to better monitor temperature-sensitive products

"We are extremely pleased to be working with AIM Europe to provide additional education to attendees of RFID Journal LIVE! Europe 2007," says Mark Roberti, founder and editor of RFID Journal. "It's important for businesspeople to understand that RFID is part of a collection of auto-ID technologies, each of which has a role to play in helping companies become more efficient and profitable."