

# Event Reveals Interest in RFID Is Growing In Canada

More than 400 people attended RFID Journal LIVE! Canada 2007—the second annual conference and exhibition produced by RFID Journal and EPCglobal Canada—held in November.

Dec. 10, 2007—RFID Journal and EPCglobal Canada, a not-for-profit, vendor-neutral, user-driven organization supporting the adoption of Electronic Product Code (EPC) technology in Canada, has announced that more than 400 people attended RFID Journal LIVE! Canada 2007, the second annual conference and exhibition, held Nov. 26-28 at the Toronto Congress Center.

"This year's event brought together some of the leading early adopters, leading technology providers and those eager to learn how Electronic Product Code and radio frequency identification technology can improve the way they do business," says Joe Zenobio, president of EPCglobal Canada. "It was the largest EPC RFID event ever in Canada, and the case studies that were presented show that awareness is growing and adoption is moving forward."

The event featured case studies from several leading early adopters, including Agence Métropolitaine de Transport, The Boeing Co., CAMI Automotive, CVRD Inco, Dollar Chest, Hewlett-Packard, Loblaw Companies Ltd., Staples Business Depot and Wal-Mart Canada. In addition, the exhibit floor featured leading vendors displaying the latest in EPC and RFID products and services.

RELATED\_ARTICLES "This is our second year co-producing the event with EPCglobal Canada, and we are extremely pleased with the 30 percent growth in attendance this year," says Mark Roberti, editor and founder of RFID Journal. "We are clearly making progress in raising awareness of RFID's potential and the importance of EPC standards in Canada. With major companies such as Wal-Mart Canada planning to expand their deployments in Canada in 2008, I have no doubt next year's event will be even better."

The third annual RFID Journal LIVE! Canada conference will be held Dec. 1-3, 2008, at the Toronto Congress Center. More information about the event, including presentations from this year's conference, can be found at [www.rfidjournalevents.com/livecanada](http://www.rfidjournalevents.com/livecanada).

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