

**These five-minute audio presentations explain aspects of the technology that are often misunderstood, address hot topics in RFID, provide insights from experts through interviews and help RFID Journal readers better understand the benefits RFID can deliver.**

### **[Mojix Redefines the Range for Passive RFID \(RFID Radio, Episode 014\)](#)**

As a judge at the 2008 RFID Journal Awards, Academia RFID founder Harold Boeck had the opportunity to review all submissions for last year's prestigious awards. The winners were unveiled at RFID Journal LIVE! 2008, held at the Venetian Hotel in Las Vegas. Boeck conducted an interview with Mojix, the winner in the Best in Show category, following the company's presentation at the event.

[Listen to the Podcast](#)

### **[RFID Through Water and on Metal With 99.9% Reliability \(RFID Radio, Episode 015\)](#)**

Omni-ID was the runner-up for the Best in Show category at the 2008 RFID Journal Awards, unveiled at RFID Journal LIVE! 2008. The company presented an innovative RFID tag designed with biomimetics, using a plasmonic structure that can be read through water and on metal with 99.9% reliability.

Academia RFID founder Harold Boeck conducted an interview with Omni-ID's president and CEO, Thomas C. Pavela. [Listen to the Podcast](#)

### **[RFID Drag-and-Drop in Retail \(RFID Radio, Episode 017\)](#)**

Tomorrow's Mother was recently nominated as a finalist in the Most Innovative Use of RFID category for the 2009 RFID Journal Awards. The company's RFID in-store pilot was conceived to achieve accurate real-time inventory data at the item level, in order to improve replenishment and reduce out-of-stocks.

Learn about the technology behind this implementation. [Listen to the Podcast](#)

### **[Video Podcast: An Interview With Metro Group's Gerd Wolfram](#)**

Dr. Gerd Wolfram has been leading Metro's pioneering EPC efforts for the past five years. In this video interview with *RFID Journal* editor Mark Roberti, Wolfram discusses the progress Metro has made during that time, and the value EPC is delivering today. [Watch the Video Podcast](#)

### **[Video Podcast: An Interview With GS1 in Europe's Stephane Pique](#)**

In a brief interview with *RFID Journal* editor Mark Roberti, the leader of GS1 in Europe's EPC efforts discusses the recent EPC Europe Conference, held in conjunction with RFID Journal LIVE! Europe, and the current state of EPC adoption in Europe. [Watch the Video Podcast](#)

### **[Video Podcast: An Interview with Checkpoint's Torsten Strauch](#)**

Checkpoint has been offering RFID solutions for nearly a decade and it recently acquired OATSystems, a leading RFID software supplier. In this three-minute video, RFID Journal editor Mark Roberti interviews Checkpoint's Torsten Strauch about the state of the RFID market in Europe. [Watch the Video Podcast](#)

### **[Video Podcast: An Update on the Buzz at RFID Journal LIVE! 2008](#)**

This year's event saw a new level of energy that the RFID industry has not witnessed in the past 18 months. In this two-minute video, RFID Journal editor Mark Roberti reports on the state of the industry

from the exhibit hall floor. [Watch the Video Podcast](#)

### **EPCglobal Demonstrates EPCIS at RFID Journal LIVE! 2008**

In this three-minute video, EPCglobal North America demonstrates, live on the exhibit hall floor, how several independent EPC Information Services (EPCIS) running at different booths can share data securely. [Watch the Video Podcast](#)

### **Omni-ID Launches High-Performance EPC Tag**

In this three-minute video, Omni-ID, a runner-up for RFID Journal's 2008 "Best in Show" award, shows off its new high-performance EPC Gen 2 RFID tag, and explains why the tag works well around water, metal and other materials that often cause problems for RFID systems. [Watch the Video Podcast](#)

### **RFID vs. Bar Codes: Which Is Cheaper?**

RFID Journal editor Mark Roberti examines the relative cost of RFID and bar codes, exploring why, in some cases, RFID can be cheaper than using bar codes. [Listen to the Podcast](#)

### **Bar Codes vs. RFID: Accuracy and Reliability**

It's often said that bar codes are far more accurate and reliable than RFID systems. RFID Journal editor Mark Roberti explains why bar codes are, in fact, the less reliable technology by far. [Listen to the Podcast](#)

### **RFID and the Myth of 100 Percent Read Accuracy**

Many claim RFID must achieve 100 percent accuracy, or very close to it, before the technology can be used for most inventory and supply chain applications. RFID Journal editor Mark Roberti explains why this is wrongheaded thinking, and how RFID can deliver value even when read rates are no greater than 98 percent. [Listen to the Podcast](#)

### **Two Ways to Think About RFID**

RFID can be deployed as a point solution that solves specific problems, or as infrastructure. Determining the ROI on RFID when deployed as infrastructure is difficult, because the upfront cost is high, and no one application delivers enough benefit to cover it. Determining the ROI on RFID when used as a point solution is easier. RFID Journal editor Mark Roberti explores various methods for deploying RFID, explaining why the long-term benefits are far greater when using RFID as infrastructure. [Listen to the Podcast](#)

### **RFID Radio: An Interview With Bill Hardgrave**

RFID Radio host Harold Boeck interviews the director of the University of Arkansas' RFID Research Center, at the May 2007 RFID Academic Convocation. Hardgrave discusses the lab's work, its research for Wal-Mart and its current study involving RFID's use in the cold chain, as well as to track individual items. [Listen to the Podcast](#)



## RFID Journal Podcasts

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