

The Second Annual RFID Journal Awards

This year, we received more than 100 entries from around the world, reflecting the growth of RFID technologies globally.

By Mark Roberti

Feb. 18, 2008—I have to admit, I was starting to get a little nervous. Going into the last week of January, we had received just 10 entries for the second annual RFID Journal Awards. The deadline for submissions was Jan. 30.

Then the flood began—entry after entry, they came pouring in. By the end of the month, we'd received more than 100 submissions in our four categories: Best RFID Implementation, Best Use of RFID in a Product or Service, Most Innovative Use of RFID and Best in Show.

The first three awards are for end users, and are designed to show some of the great work being done by and for companies. Many of the entries are from big name companies—but we also received some from companies few people have ever heard of. And reflecting the growth of RFID technologies globally, we received entries from firms in North America, Europe, Asia, Latin America and the South Pacific.

We've created a new category this year—Best in Show—to highlight the top new product on display at RFID Journal LIVE! 2008, being held April 16-18 in Las Vegas. More than 30 companies entered in this category—and here, too, they came from around the world. The new products entered include tags, interrogators, software and complete systems. The judges will select 10 finalists, who will offer presentations on the exhibit hall floor. The editors of RFID Journal will then pick the winner, based on input from attendees.

RELATED_ARTICLES I'm looking forward to reading the entries. It will be a lot of work for me and the four other judges, but it's exciting to learn about new applications and products. The award winners will each present at LIVE! 2008, and each will receive a handsome Steuben Glass award. That session was a highlight at our 2007 conference, and I'm sure it will be again this year. I look forward to seeing you at the event. And if you didn't submit this year, start planning for 2009!

Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below. To read more of Mark's opinions, click [here](#) or visit the [RFID Journal Blog](#).

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