

Offered in partnership with the Oil & Gas RFID Solution Group, the daylong series of sessions will explain how companies in the energy sector can benefit from radio frequency identification.

Feb. 23, 2010—*RFID Journal* has announced the lineup of speakers for the [RFID in Oil & Gas](#) preconference seminar. Developed in partnership with the [Oil & Gas RFID Solution Group](#), the seminar will take place at the eighth annual [RFID Journal LIVE!](#) conference and exhibition, to be held on Apr. 14-16, 2010, at the Orange County Convention Center, in Orlando, Fla. The daylong series of sessions will focus on how oil, gas and mining businesses can benefit from using radio frequency identification.

"A growing number of energy companies want to do a better job of managing assets, ensuring worker safety and streamlining operations, and they are looking to RFID technologies for help," says Mark Roberti, founder and editor of *RFID Journal*. "We're pleased to be working with the Oil & Gas RFID Solution Group to share their expertise and case studies with our attendees."

Among the highlights of the one-day seminar, which will take place on Apr. 15, are:

- **RFID in Oil and Gas 101**

Speakers: Dr. Pat King, founder of [Technologies ROI](#); and Dr. Ben Zoghi, professor and director of [Texas A&M University's](#) RFID/Sensor Laboratory

- **Overview of Worldwide RFID Deployments**

Speakers: Sam Falsafi and Konrad Konarski, cofounders of the Oil & Gas RFID Solution Group

- **Using RFID in the Oil Field**

Speaker: Scott Hunter, [Weir SPM's](#) engineering services manager

- **Using RFID in the Gulf of Mexico**

Speaker: Curt Smith, director of applications at [BP's](#) chief technology office

- **Using RFID for Laydown Yard Management**

Speaker: John Crozo, [Zachry Construction Corp.'s](#) procurement manager

- **Using RFID Beyond the Downstream**

Speaker: Dennis Enrique, [Southern California Gas Co.'s](#) supply manager

"We are pleased to be working with *RFID Journal* again to help inform companies in the energy sector about how RFID can deliver value to their businesses," Konarski says. "Today, members of the oil and gas community, and their counterparts, are achieving significant benefits by leveraging RFID technology, so I have no doubt we can show other energy companies how they can realize similar benefits."

In addition to the RFID in Oil & Gas preconference seminar, RFID Journal LIVE! 2010 will focus on how

RFID Journal LIVE! 2010 Announces Speakers for Oil, Gas Seminar

Topics/Verticals: [Operations](#), [IT/Infrastructure](#), [Innovation](#), [Asset Tracking](#), [More...](#)

all types of RFID technologies—active, Wi-Fi, passive ultrahigh-frequency (UHF), passive high-frequency (HF) and more—can be employed to provide business visibility, enabling companies to streamline processes, lower costs and improve efficiencies. This year's event will include eight industry-specific and how-to conference tracks, nine in-depth preconference seminars, fast-track [CompTIA RFID+](#) training and certification, four co-located events and the [RFID Journal Awards](#).

What's more, LIVE! 2010 will feature technology exhibits and demonstrations conducted by the leading RFID companies worldwide. [Motorola](#), whose RFID offerings are designed to help businesses simplify deployment, lower operational costs and achieve a return on investment, will be the event's cornerstone and registration sponsor. More than 175 RFID companies will exhibit at the conference, demonstrating their latest technology solutions.