

The author of bestsellers *Crossing the Chasm* and *Inside the Tornado* will explain how RFID companies should approach the market to achieve short-term success and eventual hypergrowth.

Mar. 9, 2010—Geoffrey Moore, the bestselling author of *Crossing the Chasm* and *Inside the Tornado*, will participate in an hour-long webinar on May 4, 2010, in which he will discuss the strategies providers of radio frequency identification technologies should implement now in order to foster adoption and eventually achieve hypergrowth. This free webinar, to be hosted by *RFID Journal*, is sponsored by [RFID Recruiters](#).

"Geoffrey Moore's technology-adoption model provides the clearest possible framework for developing successful go-to-market strategies," says Mike Shiff, RFID Recruiters' general manager. "What he has to say is highly relevant to the adoption of RFID technologies, including passive, battery-assisted passive, active, real-time locating systems and sensors. What's more, his model applies across the continuum, from tag, label and printer-appliator, and reader providers to middleware providers to system integrators and full-solution providers. Those that follow his framework will likely be among the most successful in the delivery of RFID-enabled solutions."

Moore will not only explain how new technologies are adopted, but also provide the key principles and guidelines needed to develop and execute product-development, sales and marketing strategies for each stage of adoption. He will outline what RFID companies must do to cross the chasm that separates adoption by technology enthusiasts and early adopters, and adoption by the larger early-majority (pragmatist) market, and he will also explore how companies should adjust their strategies as RFID technology goes mainstream.

Moore's unique insights into technology adoption provide a framework that all members of a technology firm's team can use to guide their product-development plans, sales and marketing strategies, and decisions regarding whether or not to pursue or bid on specific projects.

Among the critical issues Moore will discuss are:

- When to build a solution that meets the detailed needs of one market niche, and when to generalize a product
- The importance of providing a differentiated and whole product
- When and why to focus on customer intimacy, and when to ignore a customer
- The significance of the economic buyer versus the technical buyer versus the user buyer
- When to focus on a return on investment, and when to ignore ROI

"RFID is at a critical juncture, and so are many RFID companies," says Mark Roberti, *RFID Journal's* founder and editor. "The technology is mature, but in many cases, the strategies that these companies are adopting are not conducive to achieving success. Moore has written as clear a roadmap that a technology company can ask for, and I think businesses will benefit greatly from hearing what he has to say."

The webinar will be held at 2 pm EDT on May 4. To register, visit www2.gotomeeting.com/register/472623674