

New RFID/EPC Education Courses

RFID Journal will hold executive education courses in the U.S. and Europe this year in conjunction with members of Auto-ID Labs.

May 7, 2004—*RFID Journal*, the world's leading source of news and insight about RFID technologies, has announced that it has teamed with members of Auto-ID Labs to hold six two-day executive education courses this year, in the United States and Europe. Designed for individuals who are managing RFID projects, the [RFID Journal University](#) courses cover all aspects of RFID and Electronic Product Code (EPC) technologies.

"Our mission from the Day One was to help companies to understand how they can take advantage of RFID technologies to make and save money," says Mark Roberti, founder and editor of *RFID Journal*. "I can think of no better way to bring companies up to speed quickly than to work with members of Auto-ID Labs to provide educational courses. The leaders of these courses will be the very people who helped develop the EPC and all of the EPC Network."

The educational course, which will be presented by *RFID Journal*, the labs and easyEPC, a for-profit company set up by the members of the Cambridge Auto-ID Lab to provide training, runs for two days. The first day covers the fundamentals of RFID, including frequencies, protocols, tag and reader interference issues, how to deploy RFID in a real-world setting and basic applications that are likely to achieve a return on investment.

The second day covers all the elements of the EPC Network, including the EPC numbering system, radio frequency identification, Object Name Service, Savant, Physical Markup Language and EPC Information Service. It will also spell out the six stages of an EPC deployment and describe the steps for moving forward. Attendees can sign up for one or both days.

"Auto-ID Labs has a mission not just to continue doing primary research on EPC technologies, but also to help companies deploy the technology successfully, which requires unbiased, accurate training" says Steve Hodges, technical director of the Cambridge Auto-ID Lab. "This is why members of the Cambridge Lab have formed a new company called easyEPC, to develop and deliver commercial training. We're pleased to be working with *RFID Journal* to bring our education work to a global audience."

The [RFID Journal University](#) course will be held in Washington, D.C. (June 9 and 10), Chicago (June 21 and 22), Atlanta (July 13 and 14) and New York City (July 26 and 27). The course will also be held in London and Frankfurt in the fall, but dates have not been finalized.

Last year, more than 400 people attended RFID Journal University courses in the United States. "The feedback we received from attendees was terrific," Roberti says. "We also received e-mails from many people in the U.S. and Europe asking us to hold more courses, so I'm pleased that we are able to provide the highest quality education for those who want to deploy RFID technologies successfully."

[RFID Journal Home](#)

RFID Journal University

This special two-day courses presented by *RFID Journal* and members of Auto-ID Labs addresses the issues you need to understand before deploying RFID/EPC technologies. To learn more, visit [RFID U](#).

Washington, D.C. (Reston, Va.)

June 9 and 10

Chicago

June 21 and 22

Atlanta

July 13 and 14

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