

# Mastering EPC Technology

If companies want to reap the benefits of EPC technology, they have to understand more than tags and readers. RFID Journal University can help.

By Mark Roberti

May 31, 2004—A year ago, when we launched the RFID Journal University education seminars, we focused almost exclusively on explaining the complexities surrounding the deployment of RFID tags and readers. We gave the more than 400 people who attended a wealth of information to help them deal with real world issues and launch a successful pilot. The feedback we got on the program was very positive.

We made a conscious decision last year not to cover EPC Network technologies. The market wasn't ready, and the EPC Network wasn't far enough along. But now, with deadlines for tagging products as little as seven months away, many companies want to understand not just how to tag products and deploy readers, but how to build the infrastructure needed to share data between supply chain partners and get the benefits of RFID.

This year, we created a two-day curriculum for RFID Journal University. The first day is similar in focus to last year's program. It will cover tag collision, reader interference, the effects of metal and water on performance and so on. The second day will focus on EPC technologies, such as Savants, the Object Name Service, Physical Markup Language and the EPC Network Information Service. It will also explain how to build an infrastructure for managing EPC data that can expand as the number of items a company tags rises and the number of partners it shares information with increases.

In order to deliver the highest quality education, RFID Journal has teamed with the experts at the Auto-ID Lab in Cambridge, England. These professors helped develop the EPC and the network technologies that give companies the ability to share EPC data across their supply chain. In addition, they are objective and will provide the kind of information that will help companies understand how to evaluate vendors.

The program is set up to meet your needs. You can attend only the first day if you want to learn the fundamentals of RFID systems or day two if you understand how tags and readers work and want to get an in-depth understanding of EPC technologies—or both days. So far, most of the people who registered have signed up for both days. It's a rare opportunity to understand all the technical issues surrounding an RFID implementation in just two days.

I'm very proud that we're able to bring our readers this high-quality education. The first seminar will be held in the Washington, D.C., area, on June 9 and 10. There are still some seats left. I can't guarantee to make your RFID deployment a success, but after attending the course, you will be armed with the information you need to dramatically increase the chances of success. See you there.

*Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below.*

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There are less than two weeks left until RFID Journal University in the Washington, D.C., area. This unbiased educational course, presented by *RFID Journal* and members of Auto-ID Labs, is designed to provide the fundamental understanding of RFID needed to begin a successful pilot. Register today, or to learn more, visit RFID U.

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