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New Tool for Finding RFID Products

I love magazines and read them voraciously. I always have. But sometimes you have to yield to progress—and public opinion. That's why we decided to make *RFID Journal's* popular printed *Buyer's Guide to RFID Resources* an exclusively online product.

Our readers told us they prefer the online version because it's easily searchable, it can include an unlimited number of vendors and it doesn't kill a lot of trees. Vendors like the online version, too, because they can include more information in an online listing.



Therefore, we've enhanced and expanded the online version and phased out our print edition. The new *Buyer's Guide* will be launched early next month, and we're asking vendors to submit information here. Each vendor can list their company and one product for free. Those interested in listing additional products can purchase options for fuller listings. The system has a more robust search engine and the ability to change search terms after you've begun a search, and it should yield more companies that meet end users needs.

In addition, we've linked the system with our Request for Quote (RFQ) tool. Here's how it works: You search for, say, companies in Germany that offer ISO 15693 HF tags. The system returns all the vendors that can provide them. You can select four or five and click on RFQ, then fill out a form explaining your purchase requirements. This is transmitted to each of the firms you've selected, saving you the time of having to contact five salespeople at the companies individually.

I expect this online tool to be increasingly popular as companies search for the products and services they need, and try to figure out which vendors can provide them. With the number of RFID technology providers around the world expanding rapidly, these online resources allow us to stay up-to-date in

a way that is impossible with an annual print product.

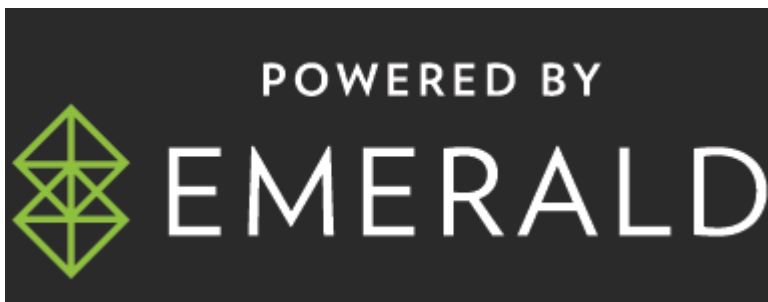
Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below. To read more of Mark's opinions, visit the RFID Journal Blog or click here.



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