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Other Voices

At the start of this year, we added a new section to the Web site called Guest Columns. Our goal is to create a forum for experts to express their views about a wide range of RFID-related subjects. So far, we've heard from Mike O'Shea, co-chair of EPCglobal's User Action Group, on the importance of participating in the development of Electronic Product Code Standards; Nick Evans, global



lead for emerging technology at BearingPoint, on the ROI of RFID; and Mark Palmer of ObjectStore on how to create an effective RFID architecture.

There is no set formula for a Guest Column beyond the requirement that it be roughly 500 to 750 words and express a clear point of view. We are looking for fresh perspectives or deeper reflections on issues relating to RFID. We welcome columns from those who can explain why RFID won't provide the benefits that *RFID Journal* claims it will. We want to hear from those who can articulate why EPC technology is superior to ISO or vice versa. And we're eager to publish articles by consumer advocates who can explain how companies could make money from infringing privacy and why such applications should be prohibited.

There are a lot of pilot projects going on and a lot of testing. We also invite people engaged in these to share their learnings, warn of problems and steer readers in the right direction. Business and technology consultants, for instance, can provide insights into issues they've come across during actual implementations. Executives implementing RFID can share their war stories. And hardware and software vendors and software providers can explain details of an issue that is usually glossed over.

Every submission will be evaluated on one key criterion: Does it provide end users with the information they need to deploy an RFID system successfully? We want arguments that are

thoughtful, well reasoned and well supported. A diatribe or a position motivated by a vendor's commercial concerns serves no one's interests. We will not publish any articles that promote a company or its products.

As we sort through submissions, we will pay particular attention to columns that provide a viewpoint that is different from that of *RFID Journal's* or that takes issue with conventional wisdom. We feel the best business decisions are made when companies have good information. Good information means hearing opposing viewpoints on the same subject.

Those who want to make submissions can send e-mail to editor@rfidjournal.com. I look forward to reading your submissions. Those that are selected for publication will be edited and fact-checked. I believe that publishing a wide variety of points of view will serve the interests of our readers and the RFID industry at large.

(PS: *RFID Journal* is working on a story about some of the more unusual things people have learned while testing various ways of tagging their products. If you've run into an unexpected problem, found a product type that is surprisingly hard to tag or had any unusual experiences, send e-mail to mroberti@rfidjournal.com. If necessary, we can keep the specifics of the products and companies involved confidential.)

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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