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## **RFID Journal Adds Vertical Industry Channels**

RFID Journal has always offered industry-specific content. Each issue of the magazine has an in-depth Vertical Focus story, and on our Web site, readers can view the latest news, features and case studies related to retailing, manufacturing or other vertical industries. But as the market evolves, we

are evolving with it. Our goal is to make it as easy as possible for end users to find solutions to their industry-specific problems.



On the Web site, we are adding more channels that will present content in eight vertical industries: Automotive, Chemicals, Defense/Aerospace, Health Care/Pharmaceutical, Manufacturing, Packaging/Labeling, Retail/CPG and Transportation/Logistics. So when you visit our Web site and click on Automotive, for instance, you will come to a page that presents all auto industry-related news, opinions, case studies, features and vendor profiles.

We also have taken a vertical-industry approach in our events. RFID Journal LIVE! 2006, our fourth annual conference and exhibition being held in Las Vegas, May 1-3, will feature five tracks with industry-specific content: Defense/Aerospace, Health Care/Pharma, Manufacturing, Retail/CPG and Transportation/Logistics.

We believe that RFID can deliver tangible benefits, and we're focusing our content to help you quickly find out where and how.



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