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RFID Journal Announces Exhibitors for Its LIVE! Europe 2014 Event

This year's RFID Journal LIVE! Europe conference and exhibition, to be held on Oct. 23 at Dexter House, in London, England, will focus on educating end users about how radio

frequency identification (RFID) technology is delivering real business benefits across Europe. This one-day program will share how to attain the full benefits of RFID, and provide companies with a greater understanding of how the technology can be used to improve efficiencies, enhance visibility, reduce shrinkage and achieve other significant business benefits.

This event is designed to help companies considering using RFID to address real business challenges, determine the best technology for their needs, learn best practices from early adopters, find the right technology partners and move forward with deployment. The conference will feature an exhibit hall in which leading technology firms will showcase their latest solutions—covering all types of RFID technology, including passive low-frequency (LF), high-frequency (HF) and ultrahigh-frequency (UHF), as well as every flavor of active RFID and real-time location system (RTLS).

Checkpoint Systems and Harting Technology Group are the event's silver sponsors, while Smartrac and Tyco Retail Solutions are sponsoring the VIP Retail Breakfast.

The event's other exhibitors include:

- Brady
- Codegate Ltd.
- Diamond Point International
- HID Global
- Impinj
- MAC Technologies
- Nordic +
- OCS Group UK Ltd.
- Retailers Advantage
- Smart Res

Furthermore, LIVE! Europe will connect attendees with leading end users and industry experts. Visitors will have the opportunity to hear from and connect with those who have

already deployed RFID.

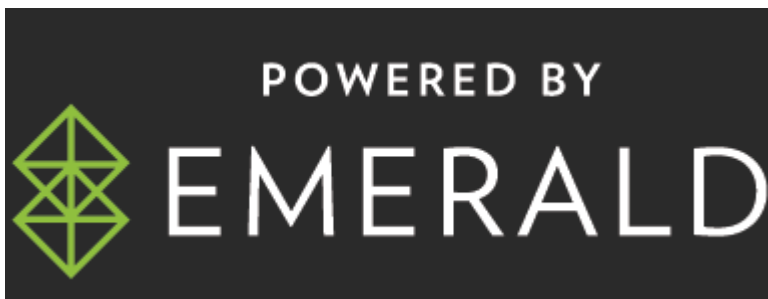
More information is available by visiting the RFID Journal LIVE! Europe website, www.rfidjournal.com/europe, or by calling (631) 249-4960.



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