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## **RFID Journal Issues Call For Awards Submissions**

RFID Journal has announced that it is accepting submissions for the 2008 RFID Journal Awards, recognizing companies that have distinguished themselves by their successful use of RFID technology. This year, the media and events company is introducing a new category, "Best in Show," to recognize the

vendor that showcases the best new product at RFID Journal LIVE! 2008, RFID Journal's sixth annual conference and exhibition, which will be held April 16-18 at the Venetian Hotel in Las Vegas.

The deadline for all submissions is Jan. 31, 2008. The awards will be given in four categories:

- **Best RFID Implementation:** This award will be given to an end-user company utilizing RFID to improve its manufacturing, supply chain or retail operations. The winner will be the company that best demonstrates how RFID is delivering real value to shareholders.
- **Best Use of RFID to Enhance a Product or Service:** This award will be given to an end-user company that has employed RFID technology to enhance an existing product or service. The winner will be the firm that best demonstrates how it is using RFID to provide additional value to its customers.
- **Most Innovative Use of RFID:** This award will be given to the end-user company with the most novel use of RFID technology to solve a business problem, deliver a return on investment to shareholders or improve customer service.
- **Best in Show:** This award will be given to the RFID technology hardware, software or service provider chosen by LIVE! 2008 attendees, from among 10 finalists, as the best new product or service showcased at the event. Those finalists will offer presentations on the exhibit hall floor at RFID Journal LIVE! 2008, after which attendees will select the Best in Show. To qualify, the product or service must have been introduced after last year's conference, which concluded on May 2, 2007.