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RFID Journal LIVE! 2024: Logistics and Fulfillment Sessions

The intersection of Radio Frequency Identification (RFID) with Artificial Intelligence (AI) and Machine Learning (ML) introduces new possibilities for data analysis, automation,

and decision-making.

Logistics and Fulfillment sessions will feature a presentation from Yamaha 3G Boats and Goodwill Revolutionizes Retail Store Operations With RFID, both up for RFID Journal 2024 Awards.

Below is the schedule for the Innovation in Logistics and Fulfillment sessions set for April 11 in room 357.

RFID Provides Real-Time Visibility into Manufacturing for Yamaha 3G Boats, a RFID Journal 2024 Awards Finalist Session

Time: 8:45-9:25 a.m.

Speakers: Larry Price, Project Manager, Yamaha 3G Boats

Session Description: Yamaha G3 Boats, a Yamaha Boat Company, is known for its range of aluminum fishing boats, designed for durability, dependability, and value. In 2023, the firm began using RFID to create transparency into their production operations, extending from sheet metal fabrication to final assembly. In this session learn how Yamaha G3 Boats is using RFID technology to facilitate real-time tracking and automated data collection, thereby enhancing the manufacturing process, and providing complete visibility into the production operations.



Enea Operator Uses Self-Service Warehouse System to Increase Efficiencies

Time: 9:35-10:15 a.m.

Speakers: Krzysztof Frontczak, Measuring System Coordinator, Enea Operator; Lukasz Kasperski, Measuring System Coordinator, Enea Operator

Session Description: Enea Operator, one of the largest Distribution System Operators (DSO) in Poland, provides energy to more than 2.5 million customers. In this session learn how the firm improved its warehouse processes by building a self-service counter warehouse based on RFID technology, thus boosting security, availability, convenience and reliability at its facility. Gain an understanding of how the deployment uses stationary and mobile readers for the identification of products.

Goodwill Revolutionizes Retail Store Operations With RFID, a RFID Journal 2024 Awards Finalist Session

Time: 10:25-11:05 a.m.

Speakers: Paul Williams, Vice President of Retail Operations, Goodwill Industries of Southern New Jersey and Philadelphia

Session Description: Founded in 1948, Goodwill Industries of Southern New Jersey and Philadelphia is a nonprofit, community-based organization with a mission of helping individuals with special needs get to work. Goodwill currently funds its programs through retail thrift store sales. Goodwill Industries of Southern New Jersey and Philadelphia has twenty-one retail stores in New Jersey along with five in Philadelphia; plus, an ecommerce website. The organization began deploying RFID in 2022 and is continuing implementation across the network of stores. Learn how Goodwill is using RFID to enhance the customer experience, while improving inventory management, reducing labor costs, and enabling better loss control.

Keynote Speakers

New for 2024, the keynotes will take center stage on Tuesday, April 9 hosted on the LIVE! Immersive Stage—an interactive platform situated as the focal point within the expo hall. This stage will not only host the enlightening keynotes but showcase immersive product demonstrations and the prestigious RFID Journal Awards.

The conference kicks off with an Opening Keynote – “Disruptive Technologies: The Future is Now.” This enlightening panel discussion features industry leaders who will delve into the transformative impact of AI, IoT, and Machine Learning (ML).

Among the speakers are Brandon Woodruff of Delta Air Lines; Corey Cook of Lockheed Martin Advanced Technologies Concepts; and Cameron Worth of SharpEnd. The panel will be moderated by Bill Hardgrave, president, University of Memphis and Justin Patton, director, RFID Lab, Auburn University.

The second panel will discuss the groundbreaking RFID deployments in corporate America: UPS’ pioneering Smart Package Smart Facility (SPSF) initiative with the innovative UPS Smart Vehicle on the show floor.

UPS’ Jon Gurney Bell will unveil the visionary project, sharing insights into its objectives, achievements, and impact on logistics standards. Amy Lio of LVMH will shares how UPS is setting a new industry benchmark with optimized tracking, efficiency, and unparalleled customer experiences. Plus, Jeffrey Radaker, MBA and the UPS team will be on hand to discuss how they are reducing carbon emissions and promoting a greener future.

These distinguished speakers and moderators promise to elevate the RFID Journal LIVE! 2024 experience, providing attendees with unparalleled insights and fostering a dynamic exchange of ideas. Don’t miss the opportunity to engage with these industry luminaries and shape the future of RFID, IoT, and AI.



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