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U.S. Defense Department to Host Conference Track at EPC Connection 2008

EPCglobal North America, a not-for-profit, vendor-neutral, user-driven organization supporting the adoption of Electronic Product Code (EPC) technology, has announced that the U.S.

Department of Defense (DOD) will host a special Defense conference track at EPC Connection 2008, being held Oct. 14-16 at Chicago's Donald E. Stephens Convention Center.

The event, produced by *RFID Journal*, is EPCglobal NA's fifth annual conference and exhibition. The Defense track will focus on several key DOD deployments of radio frequency identification systems based on EPC standards. Among the presenters will be key representatives from across the department, including the Office of the Secretary of Defense, as well as the DOD's suppliers.

"We are very pleased to be part of EPC Connection, as this gives us a forum to showcase some of our successful implementations," says Alan Estevez, the DOD's principal assistant deputy undersecretary of defense for logistics and materiel readiness. "It also gives us a unique opportunity to educate suppliers about our tagging requirements, and how they can use EPC technologies and standards to achieve business benefits."

The Defense track sessions will be open to both Department of Defense suppliers and non-suppliers looking to learn how the DOD is using EPC RFID to improve its supply chain operations. EPCglobal is offering a special 15 percent discount on passes to the event for all attendees from the DOD and its suppliers.

"Our goal, in organizing this event, is to bring together the community of companies using EPC technologies and standards to share ideas and gain new insights into how they can use EPC RFID to create truly collaborative supply chains and gain internal efficiencies," says John Seaner, VP and general manager of EPCglobal US. "The DOD has been at the forefront of adoption, so we are very pleased to be able to offer this in-depth education to the defense community."

In addition, EPC Connection will feature educational tracks focused on how to implement EPC technologies, and how to

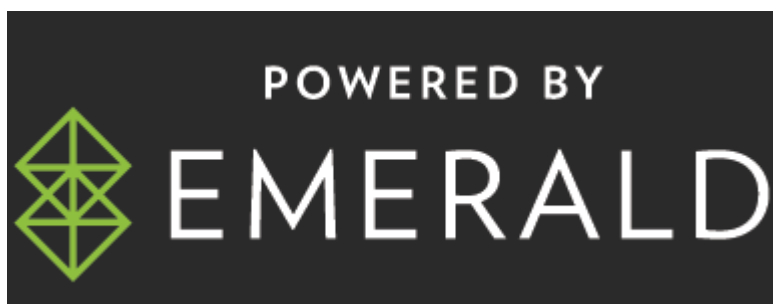
benefit from employing EPC in retail, manufacturing and supply chain operations. These tracks will consist of new case studies and objective end-user presentations from companies across various sectors. Those interested in attending can register online by visiting www.epcconnection.com. Attendees can save up to \$300 off the price of a conference pass by registering before the advance registration discounts end on Aug. 8.



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