

RFID MASTERCLASS

So, you know that RFID stands for radio frequency identification. You know that it's about tags talking to readers and that these tags may eventually replace bar codes. You have heard that it's a big thing for Wal-Mart and Tesco. But you're still wondering "so what"? In this case, we have just the seminar for you!

GS1 New Zealand will run the "EPC/RFID Masterclass" in August – an intensive one-day session to give you a clear understanding of:

- the fundamentals of the technology and its application
- need-to-know details at a practical level – you will have first-hand experience with the hardware and software and learn, for example, why tag placement and orientation on products is critical
- relevant global standards, particularly Generation 2 – you will learn, for example, why Gen2 has such a positive impact on read performance, on global inter-operability between tags and readers, and on EPC equipment prices
- the key features of the EPC Network and how it enables real-time supply chain visibility – you will learn, in particular, about the EPC Information Service (EPCIS) and how RFID read events can be linked to your existing IT systems to make business operations more efficient

Overall, the Masterclass will focus on business processes that are best enabled by EPC/RFID such as traceability and improved inventory accuracy. You will see examples of how companies derive competitive advantages today by using the technology.

The presenters:


- **Erik Sundermann** of GS1 New Zealand, senior consultant and RFID expert
- **Ian Robertson** of EPCglobal Inc, Global Industry Development Director / Asia Regional Director
- **Craig Asher**, Project Manager, IBM who also holds positions as co-chair EPC global EPCIS Software Action Group and co-chair of the EPC global Data Exchange Joint Requirements.

MASTERCLASS DETAILS

- Date:** Monday, 20 August 2007
- Time:** 9.00am – 5.00pm (lunch provided)
- Where:** Waipuna Hotel, Mt Wellington, Auckland
- Cost:** \$399.00 plus gst per person
- Contact:** pauline.prince@gs1nz.org or (04) 494 1050



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TIME	DESCRIPTION
	Erik Sundermann
	Ian Roberston 
9.00	Welcome
	Introductions
	Overview of agenda
	Housekeeping
	Round table of delegates and expectations
	'Setting the Scene'
	RFID – A recap The relationship between RFID and EPC technologies
10.45	Break
11.00	The Generation 2 Protocol
	Global RFID spectrum allocations and regulations
11.30	Introduction to practical session using tags and readers
12.30	Working Lunch
	Craig Asher
1.15	The Network Architecture
	The EPC-IS standard and its application
	Future standards (ie: Discovery Services)
2.45	Break
	Ian Robertson
3.00	The RFID Business applications
	The international landscape
	Global RFID Implementations and initiatives
4.30	Summary and Discussion
5.00	Finish





REGISTRATION FORM

Name: _____

Company: _____

Address: _____

Phone: _____

E-Mail: _____

Additional Names (where appropriate)

Payment Instructions

My/ Our registration cheque for \$..... is enclosed*

Please charge my Visa MasterCard \$.....*

Credit Card Number

Name on Credit Card.....

Expiry Date.....

Authorised Signature.....

*Master Class Registrations are \$399.00 + gst per person (lunch included)



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