

## Founding Partners



**BIBA**



**filrfid.org**  
le fil rouge de la RFID



**Fraunhofer** Institut  
Materialfluss  
und Logistik



INFORMATIONSFORUM RFID



"RFID will form the basis of better and safer healthcare, drastically improved supply chain management, low cost environmental monitoring for a cleaner, more sustainable future.

We need a pro-active European approach so that we can benefit from the advantages of RFID while giving citizens, consumers and businesses choice, transparency and control."

Viviane Reding,  
EU Commissioner for Information Society & Media



## A New European Union Thematic Network Project

"With founding partners from 17 countries and representatives from Europe's leading research and standards organisations, RACE networkRFID will build on the EU's already substantial investment in RFID research to increase awareness and grow the European market for these rapidly evolving, world-changing technologies."



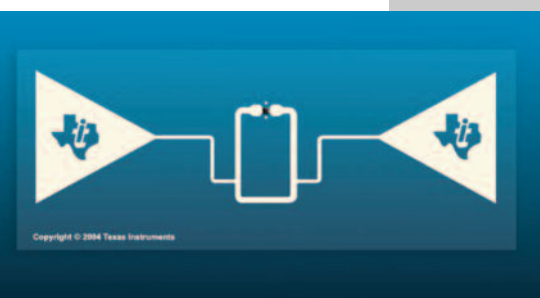
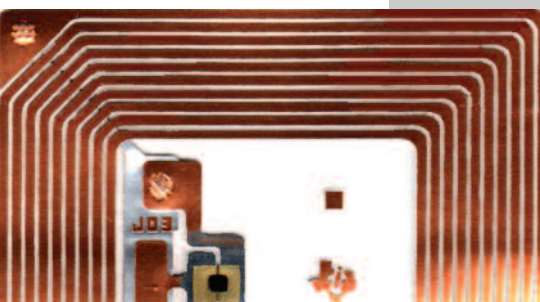
### Our vision:

"To provide a Radio Frequency Identification (RFID) network of excellence that creates opportunities and increases the competitiveness of European Member States in the area of RFID through innovation, development and implementation. At the same time it will position RFID technology within the mainstream of information and communications technology."

The network draws upon the expertise of Member States and the evolving RFID community to create a dynamic, change-responsive capability that not only aligns with the initial Information and Communication Technologies Policy Support Programme objectives, but extends that capability to accommodate emergent and future needs.

RACE networkRFID will meet the pressing need to generate greater awareness and uptake and the exploitation of user-facing opportunities for innovation and enterprise. It will capitalise on work done by European projects and national initiatives to confirm Europe's position as a leading force in RFID.





## RACE networkRFID will :

- Create a federating platform to the benefit of all European stakeholders in the development, adoption and usage of RFID.
- Position the European Union as a world leader in RFID excellence.
- Establish the market position for RFID in Europe, defining the roadmap and addressing the barriers to adoption and deployment as well as fragmentation in the market.
- Promote best practices, case studies, reports, guidelines, events and services to increase awareness at European and national level.
- Involve a large number of Member State authorities dealing with public RFID issues including major industry, civil society, RFID advocacy groups and research agencies.

## In addition it will:

- Provide a structure for initiating, developing and sustaining a large variety of support measures to promote the take-up of RFID with appropriate attention to associated automatic identification, data capture and communications technologies and their potential within application designs.
- Focus attention upon SME business communities and the potential that exists within them for product, process and services innovation.
- Address the requirements of policy-makers and the public to ensure that both businesses and consumers benefit from RFID with a specific focus on consumer trust and acceptance, innovation and enterprise.

## Join us

We would be delighted to welcome you as an associate member. Please complete the attached application form and return to:

**race-networkrfid@ercim.org**