

RACE GOES COMMERCIAL! - New Branding Agreed

'RFID in Europe' was unanimously agreed as the new commercial branding for the EU RACE Network RFID project. The decision was approved at the General Assembly meeting in Stockholm who agreed that a more 'user friendly' name would assist in the prime objective of the project – to enable the adoption of RFID technology by SME's across the European community.

The General Assembly agreed that the project had made major progress in the 'policy' issues surrounding RFID in Europe and that the time was now right to strengthen the commercialisation of the project.

PRIORITIES

A wide ranging programme was discussed and a number of key priorities established. These priorities include:-

- The establishment of an annual conference and exhibition
 - The development of an optional business assist programme offered to member states
 - The possibility of an 'RFID in Europe' publication aimed specifically at the SME community
 - A strong government liaison initiative with a target of attracting representatives to a government workshop in March 2011
 - A translation service to ensure that the "RFID in Europe" message gets to the widest possible SME community
 - The development of the RFID in Europe website which will result in it becoming the definitive site for RFID in Europe
 - The establishment of a range of training programmes and materials that could be implemented in any of the member states
- Production of a range of webinars
 - Production of a range of market reports
 - Development of product directories
 - Regular suppliers market place initiatives
 - And, in addition, a major membership recruitment campaign

Membership Doubles

Management Board Chairman Ian Smith announced in Stockholm that membership had more than doubled during the month of October. We began the month with 76 partners and ended with 177. He believed that we could reach a minimum of 250 by the end of year 2 of the project – end of March 2011.

This RFID in Europe newsletter covers much of the positive discussion from Stockholm, the initiatives agreed and the opportunities for members to benefit from many of them

RFID
in EUROPE
Raising Awareness and Competitiveness

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HALF TIME THINKING ABOUT THE FUTURE

Gunnar Ivansson, Chair for the General Assembly



We are now halfway through the RACE project in its current shape. At the same time we are in the beginning of something new. Our EU sponsorship ends spring 2012 so now is the time to find new ways of moving forward on our own, without EU founding.

The Stockholm meeting became the starting point for this new road ahead. We were 40 participants from 16 countries this time and a number of wise decisions were made, of which one was the changing of the name from RACE to "RFID in Europe". RACE will however still remain so far as our EU contract is concerned.

At the time of the meeting we had 173 registered members from 22 countries, when this newsletter is printed the number will probably be nearer 200. You will find detailed information from the meeting and our ambitions for the future in this newsletter. You will also find information about our nine Working Packages (WP's) and ongoing activities.

An issue close to my heart as Chairman of the General Assembly is communication and exchange of experience between our members. To stimulate this I will investigate the possibilities to establish a discussion forum linked to our new website. If you have experience from similar forums you are most welcome to contact me with your ideas and thoughts. Also, if you have any knowledge about appropriate software I could use some recommendations.

The next General Assembly meeting will be in Prague in March. Details about the meeting will come later on. At the meeting the time has come to choose a new chairman for the General Assembly, as this is a 12 months mandate. If you are interested or want to nominate a candidate please let me know!

Best regards from a snow white Stockholm

Gunnar Ivansson

Chairman General Assembly

RFID in Europe

gunnar.ivansson@learningwell.se

GENERAL ASSEMBLY on the 20th October at the Stockholmsmassan



The Autumn 2010 RACE network RFID General Assembly was held on October 20th at the Stockholmsmassan, the city's exhibition center. It turned out to be a very successful event, highly appreciated by the membership. The format of this GA was conducive to more interaction between members and the lively presentations from RFID NORDIC members on concrete RFID cases and success stories were extremely interesting and useful. *As well as exciting presentations, there was also significant time reserved for discussions and decisions.*



A big 'thank you' goes to the hosts at RFID NORDIC (Ove Canemyr and Gunnar Ivansson) for hosting and for inviting the Race Network members to participate to an exceptional evening at the Stockholm City Hall. Thanks also go to those RACE members who have invested the time and energy to travel to Sweden and to actively participate in this General Assembly meeting.

SUMMARY OF GENERAL ASSEMBLY DECISIONS

BRANDING	From RACE network RFID to RFID in Europe. By unanimous decision of the GA, RACE network RFID is re-branded.
DISCUSSION FORUM	<p>A discussion area will be implemented on the new web site for members to exchange ideas and to share experiences. Mr. Ivansson will moderate the forum as chair of the GA. The main topics of discussion will initially be:</p> <ul style="list-style-type: none"> • Present the benefits of RFID • Miscellaneous Q&A on RFID hot topics • Experience sharing • Involvement of manufacturers, suppliers, users
WEBINARS	Ian Smith suggested that the presentations delivered at the GA by RFID Nordic speakers (success stories) should be presented in the form of webinars on the new web site and that others should be collected to help spread the word. The GA approved the concept and an action plan will be developed in the near future.
GOVERNMENT LIAISON	<p>During the G.A. Mr. Smith explained the tasks and goals of the programme. He now seeks one representative per country. The following members have already volunteered to be the contact point for WP9 at national level:</p> <ul style="list-style-type: none"> • Ireland: Pat Doody • Portugal: Manuel Laranja • Sweden: Ove Canemyr • Italy: Paolo Brizzi • Denmark: Henrik Granau • Spain: Ana Ayerbe • Czech Republic: Vladislav Zvelebil • Germany: Alexander Hille • Greece: Katerina Pramataris • UK: Ian Smith <p>More candidates from the countries not yet represented are welcome to contact Mr. Smith: ian@aimuk.org.</p>
MEMBERSHIP	<p>Recently, all RACE members received a letter asking them to enroll their own members whenever they lead an existing association, such as AIM, UEAPME, RFID Nordic, etc. A simplified enrolment procedure has been added to the new web site to speed up the application process.</p> <p>Before the GA meeting in Stockholm, 76 core and associate members were officially registered in the Race Network. With the MB approval to automatically enroll members of participating organization, the membership immediately went up to 177 members. This major increase is composed of new members enrolled from RFID NORDIC and AIM UK.</p>
FUND RAISING	It was suggested the network should market and sell some of the reports that it produces in order to raise funds that will finance future activities. The network needs to go 'commercial' and must start planning its future sustainability model. The GA approved the initiative.
BUSINESS ASSIST PROGRAMME	The Race Network RFID is considering the development of a new "Business Assist programme" for SMEs. The programme would seek to certify RACE-labeled experts who will advise SME's on the pertinence of RFID in their business. The concept is to ultimately accredit advisors in each Member State. The first will hopefully be identified by the next GA meeting in Prague (Spring 2011), when the programme will be officially launched.
LOCAL LANGUAGES	<p>It was agreed that RACE needed volunteers in most Member States who would be prepared to translate essential project information into their local language for onwards dissemination. The following initial volunteers were received:</p> <ul style="list-style-type: none"> • Greece: Theodore Vasiliadis • Portugal: Octavio Lopez • Sweden: Lucas Ahlström • Italy: Paolo Brizzi • Denmark: Henrik Granau • Spain: Ana Ayerbe • Czech Republic: Vladislav Zvelebil • Germany: Alexander Hille • France: Philippe Rohou. <p>The project is seeking additional volunteers for the missing languages. If you would like to help please contact: Katerina Pramataris [k.pramataris@aueb.gr]</p>
RACE MAGAZINE	An interesting idea was the creation of a RACE magazine to be widely distributed across the RFID community in Europe and beyond. The distribution would take place online (mailing lists, web site). The choice of having a commercial (including advertising) or simple editorial magazine would have to be made. Mr. Canemyr will develop a first prototype of the magazine and present it for approval. The management of finances is a subject that will also need careful consideration.

Our first international conference and "solution" event will be held in Prague in the Czech Republic at the end of March. It will be primarily directed to the millions of small medium enterprises across Europe who are of course the "target" of our project and who could stand to benefit from the adoption of RFID. It will be end user friendly – it will be economical and offer outstanding value for money.

The historic city of Prague is an appropriate venue for such an historic event which will host the General Assembly alongside the event.

Government representatives from all 27 Member States will be invited for their own one day conference which will keep them updated on the growing number of policy issues relating to RFID; commercial opportunities and the emerging Internet of Things.

The event is being co-ordinated by leaders of Work Packages 6,7 and 9 (Ove Canemyr, Katerina Pramatar and Ian Smith) with full support from Vladislav Zvebil of Internet veci v.p.s.Prague. They have designed a programme which will enable all visitors to attend their full conference and see the RFID solutions with just one overnight stay in Prague.

On Thursday morning March 31st there would be a morning General Assembly meeting and a possible seller's market-place is also being considered.



"RFID in Europe now has 200 members across Europe who all want to see the RFID market grow," says Management Board Chairman, Ian Smith. "It has to make sense to stage our own international event; to attract our current and potential customers and to begin the massive awareness and educational programme which will encourage the growth. We want to film the sessions and make speaker presentations available via Webinars to even larger audiences; we want to translate key messages from the event and gain European media attention and recognition," he added.

"We want RFID in Europe" to be exciting and to feature the widest possible range of successful working solutions; and we want it to prove a fantastic networking opportunity for members and visitors alike."

The main theme of the Conference will include presentations of RFID success stories in various sectors and application domains. Please send us your suggestions on case studies to be presented to the Conference and nominate users who can show the return on investment that they have achieved. Suggestions should be forwarded to : ian@aimuk.org. They should include contact details and a brief outline of the story.

The program will also address some of the misconceptions that SMEs have to RFID and barriers to adoption.

HERE IS A DRAFT OF THE ANTICIPATED PROGRAMME:

As you can see the plan is to limit the amount of time that people need to be away from their offices:

Main conference delegates	2 days (one overnight)
Government	2 days (one overnight)
Exhibitors	3 days (two overnights)

Appropriate social functions are planned for the delegates on both the Tuesday and Wednesday evenings.

DAY 1 (Tuesday March 29th)

Morning	Build the Exhibits
Afternoon	Exhibition Open
	Main Conference half day session
Evening	Delegate Reception

DAY2 (Wednesday March 30th)

Exhibit	Open All Day
Main conference	Open All Day
Evening	Government Reception

DAY 3 (Thursday March 31st)

Morning	Business Assist Accreditation Programme
Morning	Exhibit Open
Afternoon	Exhibitors pull out
Government Workshop	RFID and IOT – All Day

All conference sessions close 16.00 hrs



Prague

- "The City of one hundred spires" has been the political, cultural and economic centre of the Czech state for more than 1,100 years and offers a fantastic backdrop to our first International Conference in 2011.



AN OUTLINE PROGRAMME HAS BEEN DEVELOPED AND IS CURRENTLY BEING FINALISED

Day 1 - The Promise of RFID

Session 1 – The basics

Basic Introduction to RFID – Separating Hype from Reality
 It's all about Identification – and RFID is part of it
 The Identification Legacy and the Role of RFID
 Technologies and the Product Portfolio
 The Importance of Standards and Regulations
 Privacy and security – addressing the issues
 Software and Enterprise Infrastructure
 Are You Ready for RFID – The 5minute Diagnostic

Session 2 – RFID Applications & Demonstrations (Transportation of Items)

Session 3 – RFID Applications & Demonstrations (Inventory Management)

Ask the Experts - Questions & Answers

Reception and Networking

Day 2 –The Promise for Europe

Session 1 – RFID in Europe

RACE networkRFID – providing a focus for Europe
 EU & Governmental efforts to implement RFID in Europe

Session 2 – RFID Applications & Demonstrations (Traceability & Tracking)

Session 3 - RFID Applications and Demonstrations (Security of Items)

Session 4 – Viewing the Opportunities

Is this the appropriate time to invest in RFID technology?
 Business Assist – getting started in RFID
 Vendors and partnerships – opportunities for RFID in Europe
 Trade Associations and RFID
 Applied Research and Development – lifting the level

Ask the Experts - Questions & Answers

NEW WEBSITE GOES LIVE

Our new website: www.race-networkrfid.org is up and running. A press release is currently being translated into Greek, Swedish, Danish, Czech, French, Portuguese, Italian, Spanish and German and will be sent to SME organisations across Europe and to the major industrial and technical press at the beginning of January.

It is planned that within six months the new RFID in Europe site will have become the definitive European site for RFID. To succeed we need information and co-operation from **ALL OUR MEMBERS!**

The new site is also accessible from the old one, which over time will be discontinued. For the time being, the user-case database (WP3) remains on the old web site so that ERCIM can continue developing/maintaining it. Appropriate links to the Data Base will be built on the new site for quick and easy location of the database pages.

Our General Assembly meeting in Stockholm agreed that we will keep a close statistical track to see who is visiting the site, where they are coming from and what they are looking at. Regular analyses will be published both on the website and in the quarterly newsletter.

It was also agreed in Stockholm that to ensure that the site is kept up-to-date, each work package leader will be responsible for his own content management, which will keep all members fully informed of ongoing work and future prospects.

We are currently establishing a members only section to the website; every member will be allocated a simple log-in which will enable you to get full information of everything that is happening within the project. The Chairman of the General Assembly will take on the role of moderating a discussion forum. The forum is currently being developed and will be launched on January 3rd.



The Stockholm assembly agreed that one of the most important roles for RFID in Europe was to communicate to the widest possible range of SME's across the community who were at many different levels of knowledge, know-how and understanding of RFID. We will introduce a range of educational webinars which will be published on the website and hopefully help improve the awareness and understanding of the benefits that RFID can offer.

THE NEW RFID PORTAL IN GREECE

A new RFID portal has been developed by the e-business laboratory (ELTRUN), AUEB, supervised by Dr. Katerina Pramataris (leader of WP7) <http://www.rfidportal.gr>. The main objective of this new portal is to inform Greek organizations and SME's about RFID technology and demonstrate the benefits through real RFID cases from Greece and all over the world. A similar effort, but specifically focused on the retail sector, is <http://rfid-retail.gr>, launched by Trinity Systems, a member of the network.



HELPING SHAPE EU POLICY

"RFID in Europe" and its members are playing the role of key stakeholders in three major EU policy related initiatives - the RFID Privacy Impact Assessment (PIA), the common European RFID sign and, the conclusion of Phase 1 of the RFID Mandate (M436).

Each of the topics has been designed to make RFID more accessible to broader application areas throughout Europe eliminating concern to the public, while also facilitating RFID application compliance with European Data Protection Legislation for the benefit of all.

These initiatives are designed to help European Member States achieve the economic and social benefits that are accessible through RFID application adoptions. European Governments interested in the international competitive position of their nation and wishing to provide their citizens the wider benefits of RFID can now access independent European experts and key stakeholders through a "RFID in Europe" Government Liaison initiative.

"RFID in Europe" Work Package 1 continues to drive forward the RFID PIA with the European Data Protection Authority. Work Package 5 is leading the work on the common European RFID sign, which aims at reassuring the public through clear and simple notification of the presence of RFID system components and at the same time providing information as to where and from whom

further information can be acquired. Work Package 4 contributes to forming international liaisons with respect to RFID standards and recently concluded a survey on RFID privacy, security and health. All these activities involve the fullest contribution from approaching 200 members of the "RFID in Europe" network.

The project partners are also keenly aware of the importance of developing policy areas related to the Internet of Things (IoT). A recent survey of European IoT research project partners indicated that RFID is one of the principle IoT enabling technologies. Developing European IoT policy will likely have some effect upon future RFID applications throughout Europe. It is important to the success of Europe that Member States participate fully in helping shape ICT policy including IoT and RFID.

Many of the "RFID in Europe" members are also involved in helping determine European IoT policy. This is another reason for European Governments to take full advantage of the "RFID in Europe" project, its specially formed Government Liaison activity and the one day workshop for Governments and Government agencies which will be part of the RFID in Europe Conference and Exhibition in Prague at the end of March 2011. This will provide the ideal opportunity to tap-into the expertise and breadth of experience of many of Europe's leaders and stakeholders.

WORK PACKAGE UPDATES

GOVERNMENT LIAISON



WP9 Leader - Ian Smith

A major initiative to engage with governments in at least 10 member states has been launched by RFID in Europe. Ian Smith, the Management Board Chair, also heads up the Work Package 9 Government Liaison initiative, and he outlined plans to members of the Stockholm General Assembly. He is currently establishing a communication pack, which will go to all governments and government agencies, outlining what RFID in Europe is, what it is doing

and how we can help governments understand the opportunities that RFID offers.

In addition, a range of government workshops are planned; some of these will be national and others will hopefully attract representatives from many member states. The first national workshop will be convened by the British Governments Business Innovation and Skills Department in February 2011 in partnership with AIM UK and RFID in Europe. The first Member State workshop will be held in Prague in March. Participants in this work package will be seeking to develop a framework and set of deliverables for creating Member State funded national centres for RFID.

The following have volunteered to represent their country and seek collaboration with their government/government agencies in the coming months:-

Ireland – Pat Doody
Sweden – Ove Canemyr
Portugal – Manuel Lananja
Italy – Paolo Brizzi
Denmark – Henrik Granau
Czech Republic – Vladislav Zvelebil
Greece – Katerina Bramatari
Spain – Ana Ayerbe
Germany – Alexander Hille
UK – Ian Smith

Mr Smith is seeking other volunteers from within the RFID in Europe membership to join his committee from the remaining 17 member states. Volunteers should email him at: ian@aimuk.org. The British Government have contributed an outline of their RFID vision, and similar statements are being sought from other governments in Europe. The British statement reads:

"The UK Government views RFID as an excellent tool for raising productivity and promoting sustainable growth in the economy. As the governments principal action in re-balancing the UK economy entails addressing fiscal deficit, the business benefits of the use of RFID are seen as important, to addressing tough economic challenges, particularly in the retail sector: Consequently, the UK Government is keen to improve and encourage the take-up of RFID technology: It wishes to work closely with the European Commission in addressing barriers to take up such as privacy and security matters".

WORK PACKAGE 1: BUSINESS MONITORING, POLICY LIAISON & COLLABORATION



Emilie Danel

DRAFTING THE PIA FRAMEWORK

The main objective of Work Package 1 of the RACE NetworkRFID is to identify barriers to the adoption of RFID, in particular for SMEs in Europe, and try to overcome them through the support of seamless policy implementation measures. An important part of this work is drafting the Privacy Impact Assessment (PIA) Framework, a document requested by the 2009 European Commission's Recommendation on privacy and data protection in RFID applications. The Framework provides guidance on how to evaluate the privacy impacts of RFID applications and take appropriate measures depending on the results of the evaluation. After delivering a first draft for review by the Article 29 Working Party in March 2010, the Industry is now finalising with the Commission the PIA Framework that needs to be endorsed by the Article 29 Working Party.

In addition, the Work Package provides a quarterly update informing the network of any relevant issues discussed by policy makers and stakeholders at the European level. These updates are meant to disseminate up to date policy information that will be used in the ongoing implementation of the rest of the WP deliverables. They also bring together public policy related activities of RACE NetworkRFID and address EU policies, and where appropriate national initiatives in the EU and non EU policy developments that are relevant to RACE NetworkRFID. The next update will be distributed later this month.

WORK PACKAGE 3: APPLICATIONS AND PROJECT DEPLOYMENT



Laurent Gonzalez

PROJECT DATABASE IS GROWING

The database was made available to the RACE-networkRFID members at the end of April 2010 for registration of their RFID Applications in Europe. At the end of November nearly 20 RFID applications have been registered in the database. Those twenty applications represent seven European countries (Austria, Italy, Greece, Spain, France, Sweden and the UK). They include several industry sectors: Aeronautics, Fashion, Logistics, Steel, Railways, Retail... The range of application is also wide from Asset control, Inventory, Maintenance... to Traceability.

If you wish to view those applications and /or register an RFID application please click on this link:

<http://usecases.race-networkrfid.eu>

If you have any question please contact WP3 Leader, Laurent Gonzalez

Email: filrfidlg@gmail.com

WORK PACKAGE 6: INDUSTRY SECTORS AND SME AWARENESS



Ove Canemyr

RFID MARKET PLACE for SMEs!

The UEAPME premises in Brussels became a market place for representatives of SME Associations, new technology networks, research institutes and the European Commission on Monday November 22nd.

The main aim of the 'market place' was to answer the most frequently asked questions from small enterprises – is there RFID technology that SME's might benefit from? Will it pay off? How long will it take to install the system? Will the enterprise owner have to be a software specialist? How long will it take to advertise the system? Where can SME's find independent advice?

UEAPME, of course, is Europe's major federation for the small medium enterprise community with more than 80 affiliated organisations across Europe representing 12,000,000 SME businesses employing more than 50,000,000 staff.

There were presentations of actual RFID applications; video clips showing how the technology could be applied. The speakers corner introduced experts who discussed the commercial pay-off from investments; specific needs of SME's; and presentations from the Commission itself showing how it supported the use of RFID: The Commission funded projects, Aspire and ROI – SME were also in attendance to present the work of their projects.

One thing was made more than clear: There is a clear return on investment (ROI) for the use of RFID by SMEs. Mostly already within 6 months, but sometimes in as little as 24 hours!

WORK PACKAGE 2: TECHNOLOGY ROADMAP AND MARKET ANALYSIS



Niko Hossain

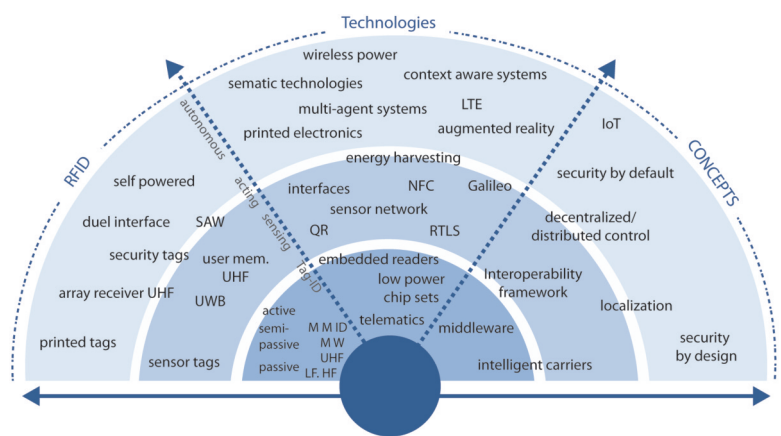
ESTABLISHING MARKET POSITION OF RFID IN EUROPE

The main goal of work package 2 is to establish the market position for RFID in Europe in comparison with the other parts of the world and to roll out a roadmap of technology and applications for the near future on which to concentrate and focus technical development and business efforts.

This roadmap should help companies, providers and politicians to follow the state of the art from RFID to wireless technologies in general.

As part of the networking theme the federated stakeholders should be involved in a JTI progress report for RFID embedded in the main theme "Internet of the future". Together with an open web platform the SME service providers can also be federated to increase the European business strength.

The WP aims to clarify the context of the current state of the art regarding technology and market conditions for all stakeholders such as users, providers, politicians and the public, drawing upon market analysis and relevant EU project outcomes. By road mapping the needs and available technologies for the future, stakeholders receive an open base of further developments and enterprise. The market analysis highlights the position of Europe in the field of RFID and points out next steps to follow in the worldwide development of RFID.



1. The main WP results up-to-now

The results of WP2 have already included the production of two reports. The first report is a summarization of existing RFID market analyses and additional information (Task 2.1), to figure out the market position of Europe in contrast to the other parts of the world. The result of the analysis capacitates the basis for a technology and application roadmap (Tasks 2.2), which shows the state of art, the research and the expected development of the Radio Frequency Identification technology and all other significant technologies related to RFID.

2. Next steps/actions and the means to achieve them

On the basis of the technology and application roadmap it is proposed that a universal web based directory of products, technologies and providers should be set up. The directory gives any stakeholder the possibility to have an easy look-up service for reaching potential partners, providers or verticals.

This single market entry point defines a platform for solution providers (SMEs) in Europe. This platform should help companies which provide technology to be included and integrated very quickly in the network.

The next step is to plan a joint technology initiative on RFID, which is a certain need of sovereign sustainable technology development. It is not only driven economically by the industry but is also a political issue because of the specific concerns about the technology. The important steps for planning a JTI will give research and industry the capability to defining needs of founding and improvement of technology. The result of this task should be to bring the main players in Europe together to fund this JTI (regional governments, EU, industry) to be prepared for worldwide competition and to take the lead in know-how.

3. Call for action by the RACE Network

The network partners are supposed to use the technologies and concepts, which are defined in the roadmap and communicate their experiences in the network. This exchange of knowledge and information will help to identify the most important technologies in the market and support the network members and users to select the most appropriate technologies for their requirements.

WORK PACKAGE 4: HARMONISATION OF RELATED PROJECTS



Patrick Guillemain

COMMON TERMINOLOGY REPORT & PRIVACY SURVEY COMPLETED

Two major milestones have recently been achieved by WP4. Firstly the RFID “common terminology” report developed by WP4 members is now accessible through the RACE “RFID in Europe” Web page.

The common terminology defined by WP4 takes a new and novel approach producing a guide aimed at assisting end users and SMEs in particular to be able to quickly pick their way through the sometimes confusing web of jargon. Confusion over the use of terminology such as “reader” or “interrogator” for example need no longer be a problem.

http://www.race-networkrfid.org/sites/default/files/images/end_users/RFID_Definitions_and_Terminology_5_version_1_0.pdf

Further additions and revisions to the WP4 “common terminology” report are planned. Indeed the WP4 common terminology has already been sent to ETSI and ITU organizations technical groups which are associated with RFID and Internet of Things in an attempt to gain further constructive comments and feedback.

The second major WP4 milestone was the completion of a ***RACE member survey on RFID privacy, security and health***. The survey was developed by WP4 and in close collaboration with and support from WP1. The survey was designed to gain improved understanding of RACE member attitudes and opinions with respect to these important policy areas of RFID and, also critical to the Internet of Things.

The initial survey was concluded in time for the results to be presented at the last RACE General Assembly (GA) meeting in Stockholm but it was decided to extend the survey to allow the many new RACE members to have an opportunity to also participate. The results and conclusions will be posted on the RACE Web site and reported in the next newsletter.

Please contact Trevor Peirce or Patrick Guillemain to participate in WP4 or for further information.

WORK PACKAGE 8: PROJECT MANAGEMENT



Philippe Rohou

RACE PEOPLE NEW AND OLD.

A contract amendment was submitted to the EC last month, to reflect the evolving composition of the RACE networkRFID core membership. Three members have left the network and three new members have been appointed.

AVANTA, represented by Trevor Peirce has replaced InformationsForum RFID as WP5 leader. InformationsForum RFID, formerly represented by Andrea Huber, has been merged into GS1 and left the network in August 2010 as a result.

Patrick Guillemain of ETSI has resumed his role of WP4 leader in order to allow Trevor to concentrate on his new duties as WP5 leader.

AIDC UK, formerly represented by Peter Collins who was in charge of WP7-Dissemination, has gone into liquidation. AIDC Global, represented by Tony Furness who was one of the founding members of RACE, will fill the empty seat. Meanwhile, Katerina Pramataris of AUEB has accepted the lead of WP7.

RFIDsec of Denmark, represented by Henrik Granau, has also gone into liquidation. Henrik proposed to replace this outgoing core member by the thematic network he is driving in his country under the name of RFID i Danmark.

Finally, Marisa Jimenez has left GS1 and has been replaced as WP1 leader by her deputy, Emilie Danel. We would like to take this opportunity to thank Marisa again for her valuable contribution to the network and to welcome Emilie as our new WP1 leader.

As a result of these changes, all nine work packages now have a leader and the RACE consortium has returned to a full membership of 25 core partners.



Trevor Peirce

CHANGE OF LEADER - BUT NO CHANGE OF DIRECTION - Progress on EU RFID Sign

What are the main priorities of WP5?

1. Development and design of the common European RFID sign

Work Package (WP) 5 has several important future contributions to make to the common European RFID sign as referred to within the European Commission RFID Recommendation, 2009. From the outcome of the EC meeting on the common European RFID sign of the 30th September 2010, WP5 has placed a priority on supporting the EC in developing a candidate common European RFID sign and, in ensuring that all the correct references are considered. These references include design requirements and also the transfer of design ownership to the EC, doing everything possible to ensure that everyone has free, full and ready access to the sign design.

2. Development of a common European RFID sign – “Guidelines for using signage and emblems” for the intended use of the RFID sign

WP5 has from the outset a planned deliverable to document more specifically how the sign is to be deployed for the benefit of RFID application operators and, through consistent application of the sign also the European public. WP5 has recently been asked by the EC to develop a guideline for using signage and emblems, which is something very close to the existing agreed WP5 deliverable. As the RFID Recommendation impacts upon all European RFID applications WP5 has proposed to develop a 'guideline' which will either assist RFID application operators directly or, indirectly by providing the foundation to future work conducted by industry sector representative organizations to develop their own guidelines. WP5 members will receive a draft common European RFID sign – “Guidelines for using signage and emblems” for review and comment. This work has a high priority along with the sign design as there is an important relationship between the sign design and the intended use of the sign, as will be defined in the guideline.

3. Design of the Public sign survey

I have also launched WP5 into preparing for a public sign survey, (planned either early 2011 or mid year 2011) with the aim to test that the goals expressed in the RFID Recommendation are met by the sign across Europe, providing feedback to stakeholders and important input to the sign standardization process which is due to start early in 2011. WP5 has agreed with the EC that the public survey should involve a minimum of 10 European countries and including France, Germany and the UK. I and other WP5 members are interested to hear from anyone willing to contribute to the sign public survey.

What other initiatives will the WP5 include?

In addition to the activities outlined in the previous paragraphs I am also preparing other common European RFID sign related WP5 initiatives throughout 2011. These WP5 initiatives are generated by proposals of WP5 members or, the EC and, sometimes by myself where I see gaps in the process. 2011 promises to be an exciting year for WP5. Join in WP5 activities and be part of tomorrow's Europe.

Please contact me (trevor.j.peirce@hotmail.com) to participate or for further information.

WORK PACKAGE 7: DISSEMINATION



Katerina Pramataris

MAJOR ROLE FOR DISSEMINATION

Dissemination will have a major role to play in determining the success of the network. One of the main objectives of WP7 is to promote the new "RFID in Europe" network identity.

In the coming months WP7 will focus its activities behind the organization of a big European RFID Conference to be held in Prague in Spring 2011. The Conference will aim to involve and attract a large number of stakeholders from across Europe, including RFID technology providers, organizations and SME companies interested to invest in RFID, government officials, academics etc. A variety of interesting issues on RFID will be discussed such as real-life RFID cases, RFID infrastructure, investment decisions, results from respective RFID projects, privacy and security issues. You are invited to send us your suggestions on cases to be presented to the Conference and nominate users who could present their experiences and results from the use of RFID!

In addition to the Conference, RACE has launched its new RFID portal (www.race-networkrfid.org) with updated content (successful applications from many industries, information news and events, RFID technology updates, links to related projects etc.). In addition, other RFID websites have been launched by our RACE members in several countries. Our aim is to enrich their content with useful news, information and case studies. Further, WP7 will disseminate news on RFID and the network activities through a quarterly newsletter and press releases. We count on contributions by all the network members with interesting news and material on RFID to be disseminated through these channels.

Last but not least, WP7 will establish a database of key European stakeholders (organizations, SME companies, citizens, government officials, academics etc.) which will provide a means of effective communication and dissemination to everyone interested in RFID technology. Your support to this activity will also be appreciated.

By working together with all the RACE Work Package leaders, members and the EU, WP7 is gathering momentum!

Please contact me directly (k.pramataris@aueb.gr) for any further information or to contribute to the network's dissemination activities!

COMMUNICATION & DISSEMINATION

The main aims of WP 7 are to:

- Communicate the initial identity of the network itself
- Establish dissemination plans & activities (European conference, press & media work, website)
- Produce quarterly electronic newsletter
- Establish a database of key European stakeholder groups

The main WP results up-to-now

- Update of the new RACE website (<http://www.race-networkrfid.org>)
- Preparation and arrangement of the RACE conference on RFID
- Electronic newsletters
- Assemble communication contacts in order to create a database with RFID providers
- Launch of additional RFID portals across Europe with the aim to communicate the RACE goals (e.g. <http://www.rfidportal.gr/>)

Next WP steps/actions

RACE WP7 has the following priorities as next steps:

- Establish and extend the RFID database of stakeholders, projects and entities
- Conference organization and planning with the aim to involve and attract many speakers who have success stories to share
- RFID survey preparation and implementation with the goal to evaluate European Organisations' perceptions regarding RFID technology and communicate the results to all the participants

Working in partnership with all RACE work package leaders and partners and existing EU RFID initiatives and projects, the RACE network aims at establishing a database of key European stakeholder groups (Government, Citizens and Businesses) which will provide a means of communication and dissemination to the widest possible list of interested parties.

EXCITING PROSPECTS FOR RFID IN GREECE

40% of Greek respondents report they plan to invest in RFID in the short to midterm, with 15% of them planning to do so in the near future

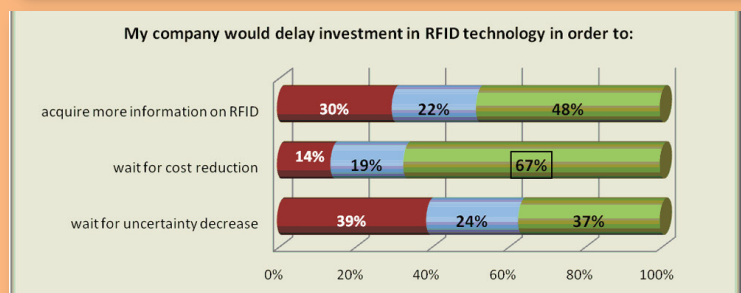
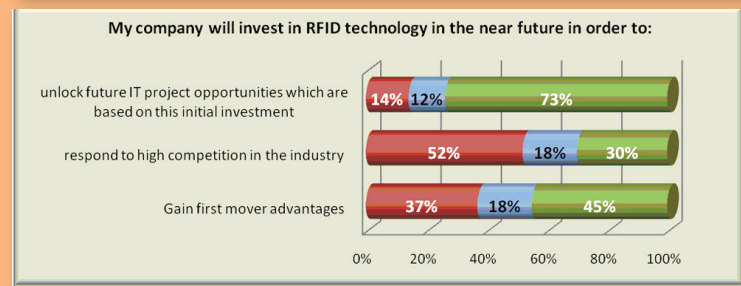
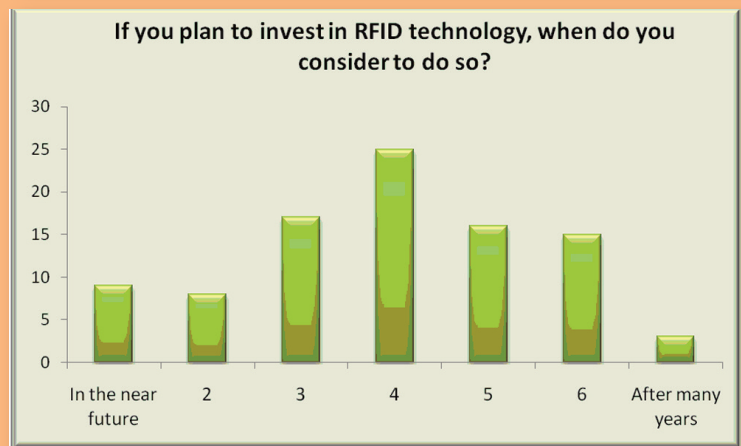
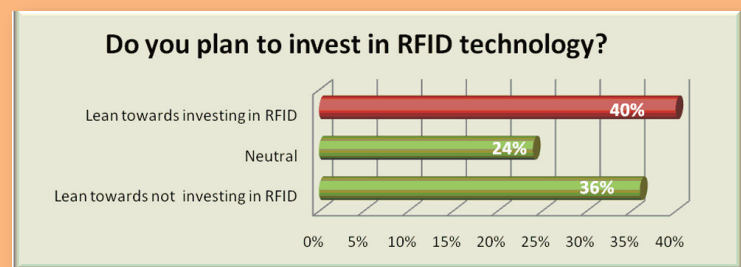
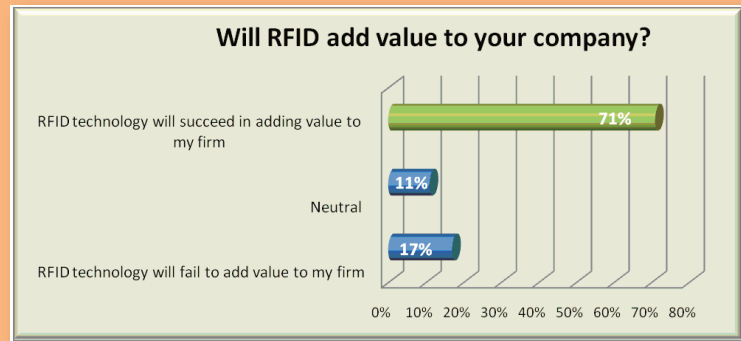
The study was conducted in Greece by the ELTRUN/SCORE research group (www.eltrun.gr) in the period October-November 2010 with the aim to monitor the interest and perceptions of Greek organizations to invest in RFID technology.

98 respondents in total participated in the survey; 30 of them completed a hard-copy questionnaire during a workshop on "New technologies for the warehouse", held in Athens on Oct. 22 2010, while the rest (68) completed an on-line questionnaire.

The majority (48%) of the respondents were directors/CEOs or firm owners and 34% of them senior and middle management. The main industries represented were logistics (21%), retail-wholesale (19%), fast-moving-consumer-goods, food and beverage (16%), services (6%) and health sector (6%). The majority (60%) of the companies were SMEs.

The great majority (71%) of respondents agree that RFID technology will add value to their company, while 40% lean towards investing in RFID in the short to midterm. Of these 15% plan to do so in the near future, due to the growth opportunities that an initial investment in RFID could yield (73%).

Other reasons for investing in the near future are to gain first mover advantages (45% of the participants) and to respond to the high competition of the industry (30% of the respondents). 67% of respondents indicated they would delay their investment in RFID until the costs of the technology have been reduced.



RFID NORDIC SCHOLARSHIP

The RFID NORDIC Scholarship was first awarded in 2007. Mr. Olle Hydbom Chairman of the Jury described the criteria on which awards are made at this year's ceremony which coincided with the General Assembly meeting in Stockholm. The requirements include

- *A NEW application of an existing RFID-based product;*
- *A NEW RFID-related product, design, technology, software, service, business model or technology strategy;*
- *A NEW evaluation method for RFID (before and after implementation);*
- *An RFID-related solution of commercial interest, together with an ROI estimate.*

The scholarship consists of two parts. The most visible part is a diploma that grants the recipient a place in the RFID Hall of Fame, and a monetary part, which is sponsored by Swedbank.

Last year's winner presented a new way of adding batch, i.e. traceability, information to the continuous production stream of iron ore pellets, using RFID. This was a feat that many seasoned experts would have deemed impossible.

Here is a brief overview of this year's nominees and their contributions, in no special order.

Title: Trust in partner relationships for NFC applications

By Andreas Bockisch & Celeste Cantú Alejandro at The Royal Institute of Technology in Stockholm and the Stockholm School of economics

This contribution has a strong business and social science side, but as hopefully everyone knows - business interaction, common visions and collaboration is not mainly for tools or technical devices or organizations - it is for individuals! What this team has shown is that Trust (and business case potential) is VERY important for a collaborative project success, as there normally are multiple stakeholders in these sorts of projects, such as: Service suppliers, banks, telecom operators, department stores, transport companies and so on. ALL parties must have a very clear business upside - a possibility to obtain a ROI, or nothing happens!

Title: Wireless Information Tag

By Tuton Chandra Mallick, Tao Liu, Nan Wu, Arul Jesu Praveen John - at The Royal Institute of Technology in Stockholm

This paper deals with a UHF RFID tag like device that drives a display and in that process utilizes a certain amount of energy harvesting, even for the display part. This is obtained by using commercial off the shelf (COTS) components, drawing extremely low power. This may well be something for the future to compete with and maybe replace today's shelf side price marking devices in shops etc. Energy harvesting seems to be a technology that is coming of age as we speak, and even though it will not solve the planet's energy problems - it may well be an important factor in (battery chemicals) waste reduction, which may prove very beneficial in our future. It may be worth noting that some mobile terminal (phones) makers claim that they already have refined energy harvesting to reach about 25% of what is needed for the phones to run in stand-by mode.

Title: System and Method for Passive Radiative RFID Tag Positioning in Realtime for both Elevation and Azimuth Directions

By Mahyar Modaresi - at The Royal Institute of Technology in Stockholm

The title says it all, almost - the system is based on a COTS RFID reader and a novel antenna design and some interesting mathematics, and seems to be very capable of pinpointing the position of a specific RFID tag in three dimensional (near) space with high accuracy and without any moving parts on the reader side. It is interesting to note that he only uses one physical aerial. This addresses one of the issues in warehouse management - where is my item?

Title: Near Miss Detection in Nursing

By Mikhail Simonov - Politecnico di Milano & Flavia Mazzitelli - the Medical faculty of the University of Turin

Title: The road to RFID

By Jessika Israelsson, Mia-Maria Nordlund - at the Lund Institute of Technology, Dept. of Packaging Logistics.

This contribution is a general implementation guideline - for assessing the use of and later deploying RFID in the real world and for the real industrial users. This thesis goes as far as providing templates for project planning in details with tentative project time lines etc. and detailed process descriptions as well. This is a true cookery book for the ones curious in ways to make RFID generate ROI.

THE WINNER OF THE RFID NORDIC SCHOLARSHIP 2010 – Mahyar Modaresi;



Olle Hydbom, Chairman of the Scholarship Jury holds up the diploma for the winner of the 2010 RFID Nordic Scholarship



Mr Mahyar Modaresi

"For finding novel ways to locate passive RFID transponders in three-dimensional space, and in that process bringing forth some new thinking around antenna technology."

Mr Modaresi was in the United States at the time of the award ceremony and Mr Hydbom accepted the award on his behalf

WELCOME TO ALL NEW RACE networkRFID ASSOCIATE MEMBERS

As you can read elsewhere our membership has almost tripled in the last few weeks and here are just a few of those who have joined. All members will be listed on the new website with contact details and wherever supplied, a brief description of what they are doing.

- CICT-EuraRFID (FR)
- RFID Lab Finland (FN)
- DD Die Denkfabrik Forschungs- und Entwicklungs GmbH (GY)
- Business Effect SA (GR)
- Aalto University, School of Science and Technology (FI)
- RFIDnet Bern GmbH (CH)
- RFID Application Centre of Munich (GY)
- The Evidence Partnership Ltd. (UK)
- Autolog - UCLM (SP)
- Stephane Pique (CH)
- ATB Bremen (GY)
- MAINtag (FR)
- ORIDAO (FR)

NEWS FROM THE REGULATORY SIDE EN 302 208 UHF RFID REGULATIONS IN EUROPE

EN 302 208 V1.3.1 has been published in the EU OJ (European Union Official Journal) in summer 2010. As a result EN 302 208 V1.2.1 will expire by 30. Nov 2011, while EN 302 208 V1.1.1 (10 channel plan) has expired already by the end of 2009. Josef Preishuber-Pfluegl
Vice-chairman ETSI ERM TG34 RFID

NEW RFID PORTAL IN DENMARK

A new web site (www.rfididanmark.dk) will be launched in Denmark later this month. The objective is to be the forum for everyone interested in RFID in Denmark.

SEEN & HEARD AT THE UEAPME RFID MARKET PLACE FOR SMES, *Brussels, 22nd November*

One thing was made very clear: There is a fast return on investment (ROI) for the use of RFID by SMEs. Mostly already within 6 months, but sometimes even in one day! Experts in RFID, the European Commission's DG InfSo as well as representatives of SME-federations exchanged their opinions during this intensive day 22 November 2010 in Brussels.



You'll find some of the presentations here:

http://www.ueapme.com/IMG/ppt/EC_RFID_Friess_221110.ppt

http://www.ueapme.com/IMG/ppt/RACE_-_AVANTA_Global_-_Trevor_Peirce.ppt

<http://www.ueapme.com/IMG/ppt/RFID-ROI-SME-marketplace.ppt>

MEET THE MEMBERS:

OLF GUIDELINE FOR DEPLOYMENT OF RADIO FREQUENCY IDENTIFICATION (RFID) IN THE OIL AND GAS INDUSTRY

OLF has established a new guideline for deployment of Radio Frequency Identification (RFID) in the oil and gas industry. The objective of this guideline is to secure a cost effective deployment of RFID in the oil and gas industry through a common understanding, practice, and technology platform adoption to achieve data interoperability between RFID and corporate systems. The guideline is inline with OLF's Integrated Operations (IO) and it consists of nine parts.

The four technical parts are addressing issues related to primarily management / decision-makers, network/system architects/administrators, and radio, computer and application engineers mainly.

- Part 1 – General principles for deployment
- Part 2 - Architecture and Integration
- Part 3 - RFID Technology
- Part 4 - Unique Identification Number

The five deployment areas are implementation specific and address issues related to application engineers and users within the special field:

- Part 5 - Personnel HSE
- Part 6 - Cargo Carrying Unit (CCU)
- Part 7 - Drill string Components
- Part 8 - Mobile equipment
- Part 9 - Fixed equipment

For more information:

<http://www.olf.no/guidelines/112-olf-guideline-for-deployment-of-radio-frequency-identification-rfid-in-the-oil-and-gas-industry-article19582-301.html>

SWISS RFID COMPETENCE CENTER



Learn more about RFIDnet (the Swiss RFID Competence Center)

RFIDnet (www.RFIDnet.ch) is the Swiss RFID Competence Center, owned by Berne University of applied Science (www.ti.bfh.ch) and the Telematic-IT-Cluster Berne (www.tcbe.ch). It exists since May 2008 and its main activities are the following:

- 1) Consulting the Swiss RFID market out of a neutral position (we do NOT sell any HW or SW)
 - 2) Organising RFID Trainings and lessons
 - 3) Organising Swiss RFID Events
 - 4) Offering RFID Workshops
 - 5) Participating in International Activities (Member of GS1, CN-RFID/France, Speaking @ Intranet. Congresses) .. <http://www.rfidnet.ch/rfid-events/rfid-expertday-airbus-toulouse---france/index.html>
- As Switzerland just drilled the longest Tunnel in the World (http://www.alptransit.ch/de/webcams/?no_cache=1) the Gotthard Base Tunnel with 2x 57km and RFIDnet consulted the Provider for the actual installed Workplace Safety System (active RFID on 868Mhz), they will enable interested persons to go into the Tunnel on the south side and see the system life in 2011.

For more information: <http://www.rfidnet.ch/ueber-uns/index.html>

IF YOU HAVE AN INTERESTING APPLICATION THAT YOU WOULD LIKE TO FEATURE EITHER IN THE NEWSLETTER OR ON THE WEBSITE PLEASE FORWARD DETAILS TO : ian@aimuk.org

SEMINARS & OTHER CONFERENCES

IN DENMARK!!

On the 2nd of December (AIM-DK, Danish Industries and RACE) held an RFID Seminar , where 4 RFID Success Stories (all full implementations) were presented.

(in Danish, but: <https://logisys-as.clients.ubivox.com/newsletter/10214/5719439/3028638/>)

IEEE CONFERENCE ON RFID SITGES SEPTEMBER 2011

1st IEEE International Conference on RFID Technology and Applications (RFID-TA 2011)

IEEE RFID-TA2011 provides a forum for the advancement of RFID technology and practice, and aims to strengthen relations between industry, research laboratories and universities. Authors are invited to present their latest research and applications in all areas of RFID. Paper submission deadline: 15th March, 2011.

The IEEE International Conference on RFID Technology and Applications (RFID-TA 2011) will be held on September 15-16, 2011 at hotel Melia Sitges, located in the heart of the Aiguadolç marina of the cosmopolitan town of Sitges, Spain. RFID-TA 2011 forms part of the Emerging Wireless Technologies Week, organized by Centre Tecnologic de Telecomunicacions de Catalunya (CTTC) and is organized under the auspices of IEEE and the IEEE Technical Committee on RFID (CRFID). http://ewtw.cttc.es/index.php?option=com_content&view=article&id=10&Itemid=10

BIBA

TAKES PART IN THE RAN PROJECT (by Dirk Werthmann)



Founded by the Federal Ministry of Economics and Technology, the project RAN – RFID based Automotive Network- was launched at the beginning of this year. The project is induced by the changes of the general conditions of the automotive industry. These changes have been caused by the effects of globalization.

Individual customer demands, new drive technologies and innovations lead to a continuously growing number of product variants. Therefore, automotive manufacturers focus on their key competences as well as expertise while at the same time reducing their vertical integration of manufacture. Consequently, the complexity of production and logistic networks of the automotive industry increases and has to be controlled.

The objective of this research project is twofold. On the one hand, the improvement of the information transparency in the networks is pursued. On the other hand, the purpose of the project is the optimization of process control. Thus, the development of a procedure to integrate logistical and product specific information in inter and intra software tools for job control is necessary.

As a research partner of this project BIBA – Bremer Institut für Produktion und Logistik GmbH – develops a hybrid (central – local) approach that counteracts dynamics and complexity in supply chains of the automotive industry. In order to test this approach in a real world environment, BIBA develops the RFID-hardware. Moreover, some other RFID-hardware is implemented and tested in automotive supply chains combined with developed support software systems.