WP Leader: FILRFID/CNRFID

Radio frequency identification (RFID) is not a new technology discipline, but developments over the last few years have yielded new generation technologies, supporting technical standards at international level and greater visibility in both user and potential user communities. Despite the hype, misconceptions and misinformation that has accompanied these developments, RFID appropriately understood and effectively applied can yield the benefits generally associated with radical, disruptive technologies characteristically exploited in business process re-engineering. The radical nature of RFID coupled with the revolutionary potential for applications in virtually every sector of industry, commerce and services demands a framework of support, within the Thematic Network, that encompasses:

- Better understanding of RFID through awareness activities and training.
- Development and promotion of accredited industry and system-integrator support services.
- Promotion of best practice and application methodology based upon well-founded attention to process, product and or service needs.
- Promotional database of exemplary case studies and pilot studies that have been undertaken for RFID that (1) demonstrate the business support capabilities of the technologies and the potential fo achieving significant return on investment; emphasising the importance of the business case for success and (2) are specifically related to people, life-style and healthcare and the public sector needs and opportunities.

Work package 3 will concentrate on the case and pilot study database for RFID applications, drawing particular attention to the two broad areas of application cited:

- Business support and development, geared to improving competitiveness, new products and enterprise
- Applications relating to people and lifestyle on the other, extending to the needs of the evolving ambient intelligent information society and the Internet of Things.

In order to achieve these goals, a selection of exemplary case studies and pilot initiatives will be identified, representing a wide range of application areas and codified to illustrate the key features that determine their success, including characteristic data carrier capabilities, return-on-investment, innovation and general impact and potential to be exploited in other areas of application. The database will be initially populated from examples provided through work package participants, but with the prospects of expanding the database as the thematic network expands. This database will be shared with the thematic network and members, national bodies and the general public will subsequently have access to the knowledge base thus developed,

according to their interests.