



AUTO-ID 7TH BOARD OF OVERSEERS

TECHNOLOGY BOARD INPUT

JUNE 5, 2002

DIRK HEYMAN, CHAIRMAN TECHNOLOGY BOARD



AGENDA

- Overall feeling
- Concern
- Warning
- Request
- Be aware
- Advice
- Offer
- What we missed
- Conclusion



OVERALL FEELING: GROWING MOMENTUM

- Industry

- Chep International, Coca-Cola, **CVS**, Dai Nippon Printing, US Department of Defense, **Home Depot**, International Paper, Johnson & Johnson, Kimberly-Clark, **Metro**, Pepsi, Pfizer, Procter and Gamble Company, Target Corp., Tesco Stores Ltd., The Gillette Company, The Phillip Morris Companies, **Toppan Printing**, Unilever, United States Postal Service, UPS, Wal-Mart Stores, Inc., Westvaco, Yuen Foong Yu Paper Mfg. Co. LTD., Ean International, Uniform Code Council

- Technology

- Accenture, ACNielsen, Alien Technology, Avery Dennison, Cash's, Checkpoint Systems, Inc., Ember Corporation, Flexchip AG, Flint Ink, GlobeRanger, Intel, **Intermec**, Invensys PLC, Markem Corp., Matrics, **Morningside**, NCR Corporation, **Oat Systems**, Philips Semiconductors, PriceWaterhouseCoopers, Rafsec, RF Saw Components, SAP, Savi Technology, Sensormatic Electronics Corp, **ST Micro**, Sun Microsystems, Symbol Technologies, TAGSYS, ThingMagic, **Toray International**



OVERALL FEELING: JUNE 4 AGENDA

- Research update
 - PML
 - Readers & tags
 - Control
 - ...
- Field test update
- Business case update
- Future Committee update
- Challenge: amount of information
- **You are on course**



OVERALL FEELING

- The “buzz” is still there... and is spreading
- We see significant progress
- We see that we need to start to think/plan for adoption & industrialization...
it starts to sink in.
- **Well deserved congratulations**



CONCERN

- IP & patents
 - Major concern for technology vendors (especially Readers & Tags) who need to subject investment requests to their respective boards.
- We would advise clarification (specifics) as soon as possible
 - Who will lead the IP negotiations.
 - What is out there?



WARNING... POSITIVE

- Future of Auto-ID
 - We gave to the advice to the Technology Board that work has started on the future of Auto-ID (shape, tasks, organization, who, what, how...). This task and the technology developers/vendors “real” endorsement is critical for adoption.
- We asked them to review the position document and input: “Do you feel comfortable that what is proposed will help you to bring added value to your customers, the public, trade, your company.”



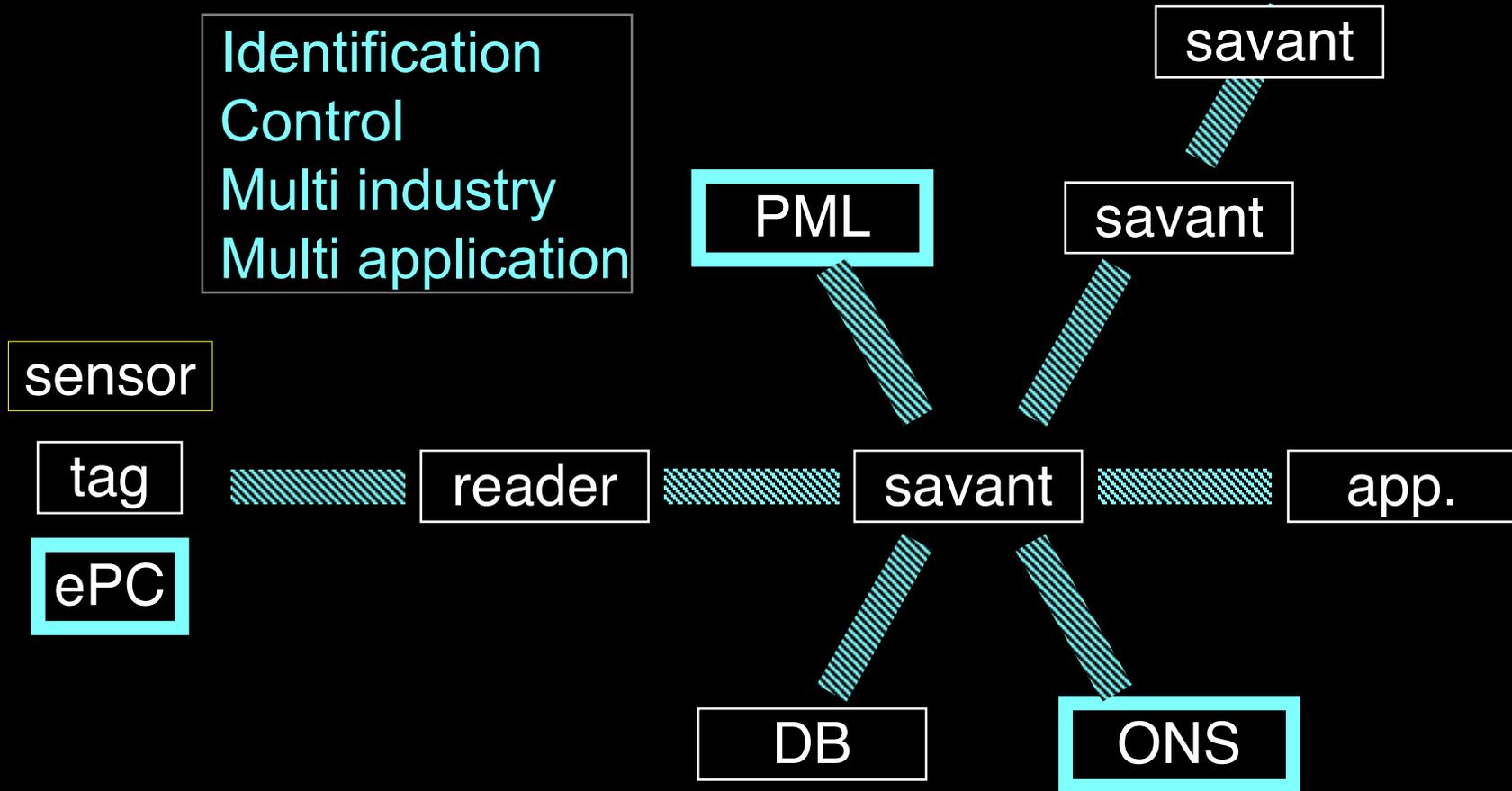
WARNING

- Auto-ID standards are essential.
 - Near compliance is not good enough
 - Any compliant tag needs to work with any reader, with any Savant, with any...
 - Standards need to be kept pure
 - Compliance reference document(s)
 - Certification!
 - Branding of “certified compliant” HW, SW....
- KEEP IT PURE
 - Faster adoption
 - Reduces prices
 - Fosters competition
 - Drives innovation
- **The ALTERNATIVE...**





STANDARDS: DO NOT COMPROMISE, DO NOT ALLOW IT... EVER



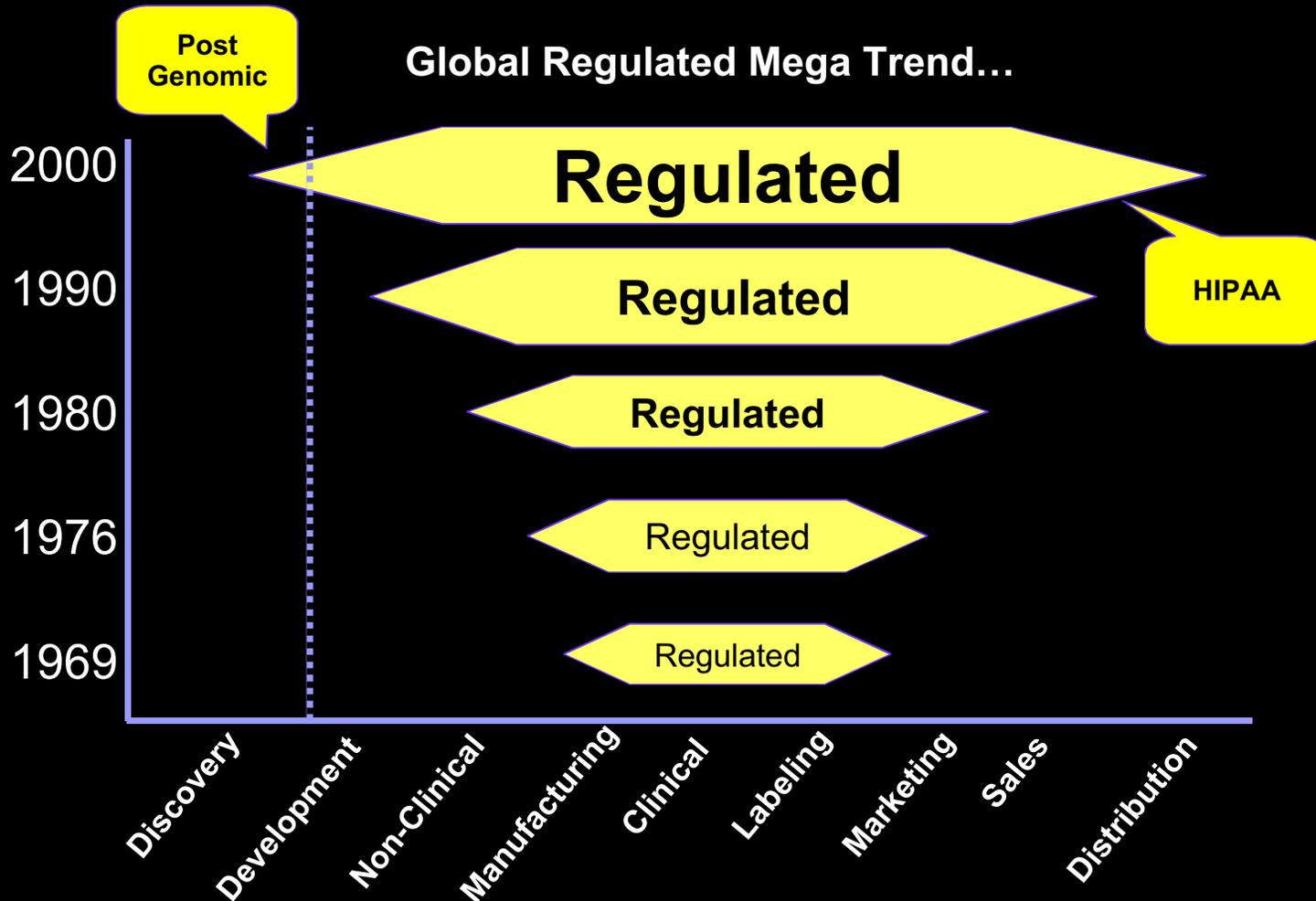


REQUESTS

- Great work has been done... generating more “demand”
 - Management systems/tools for numbering that will allow companies to administer and assign numbers in their global often disparate organizations.
 - Auto-ID will generate so much data that projects might crumble under it. Data management/extraction/exploitation tools/best practices.
 - Best practices for exchange of data between Savant(s) and enterprise applications (SAP, Savi, legacy...)
 - Tools to build PML documents. This to fasten PML adoption. Auto-ID without PML will have impact... but will fall short from its full potential.
 - Identification
 - Control
 - Real time location of objects
 - Regulatory agencies



REGULATORY AGENCIES EXAMPLE FDA (DRUGS, MEDICAL DEVICES)



Public Health > Discovery > Development > Reimbursement > Hospitals > Doctors > Patients



BE AWARE

- Town test
 - Great progress
 - Increased complexity is goodness
 - Some confusion on aggregation versus “read it all” (boxes on pallets)
- “stress testing”.
 - Successful handling of 100’s and 1000’s events handling is excellent.
 - But real stress on the Auto-ID system/network will be millions & billions events. This is a different environment & has different implications (“the Yahoo effect”). Not critical for now, but not to be ignored for future.



ADVICE

- Endorse the idea to build a formal relation with M-lab
 - Positive feedback on their work
 - Continental European presence will facilitate sponsor recruitment



OFFER

- PWC offering to host Board meeting
 - October 28/29/30 2003
 - Singapore





WHAT WE MISSED

Security,
encryption, identification,
authentication



CONCLUSION

- Keep it pure
- Technology vendors remain committed
- The “AHA” experience continues...
- Congratulations to the Auto-ID Centers team



Thank You

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