

AUTO-ID CENTER





board meetings june 13-14, 2001

executive director's update

kevin ashton



new sponsors & partners

- End Users
Unilever, Kimberly Clark, Tesco
- Vendors
SAP, Checkpoint, ThingMagic
- EPC Alliance
AIM Global, GCI, GMA, FMI, NACS, NACDS, AIM,
POPAI, IMRA, ARTS, UTSA



town test

- On track for October 1, 2001
- In Tulsa, Oklahoma (!)
- Silvio Albano & Town Test Action Group doing a fine job
- Negotiating with McKinsey & others for pro bono assessments of Test



cambridge university

- Money proved hard to transfer
- But research started

Sponsor field work with:

Unilever

Sun Microsystems

Gillette

- Lab space being refurbished



mit

- Papers written on
 - GTIN (Brock)
 - UML (Brock)
 - GTAG (Engels)
 - PML (Brock)
 - EPC (Brock)
- Cheap Chip being developed
- PML servers created
- Tiny Test integration begun
- Field Work ongoing with P&G, Gillette
- New incremental office & meeting space from June 30



communication

- Now just 'Auto-ID Center - or 'Auto-ID Centre' (!)
design guidelines available to all
- Interactive displays being built to attend conferences
will also on display in labs during idle time
- Web site being updated
includes new improved sponsors only section
- Research papers being reformatted
for consistency
and readability



collaborations

- GTAG
 - joint paper 'A bridge to the future' underway
 - David Brock working on back compatibility with GTIN
 - Dan Engels looking at command compatibility
- Media Lab
 - First IPID meeting held May 3
 - Group concluded that plan was a good idea



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End User	Estimated no. of units in supply chain (billions)	Lost profit for each unnecessary cent of tag cost (millions)
CHEP	0.2	\$1.8
Johnson & Johnson consumer goods division	3.0	\$30.0
Kimberly Clark*	10.0	\$100.0
Westvaco*	10.0	\$100.0
The Gillette Company	11.0	\$110.0
YFY*	15.0	\$150.0
Tesco*	12.0	\$120.0
The Procter & Gamble Company	20.0	\$200.0
Unilever	20.0	\$200.0
Philip Morris Group*	25.0	\$250.0
Wal-Mart*	30.0	\$300.0
International Paper	53.0	\$530.0
Sub-total	209.2	\$2,091.8
(Adjust for double counting @15%)	-31.4	-\$313.8
Total consumer related	177.8	\$1,778.0
United States Postal Service	205.0	\$2,050.0
Total including USPS	382.8	\$3,828.0

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*denotes Auto-ID Center estimate. All others sponsor estimates



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the future of the center

kevin ashton



what about the rest of the world?

- Asia-Pacific 2001
 - Tokyo?
 - Beijing?
 - Sydney / Adelaide?
- South America 2002
 - Sao Paulo?

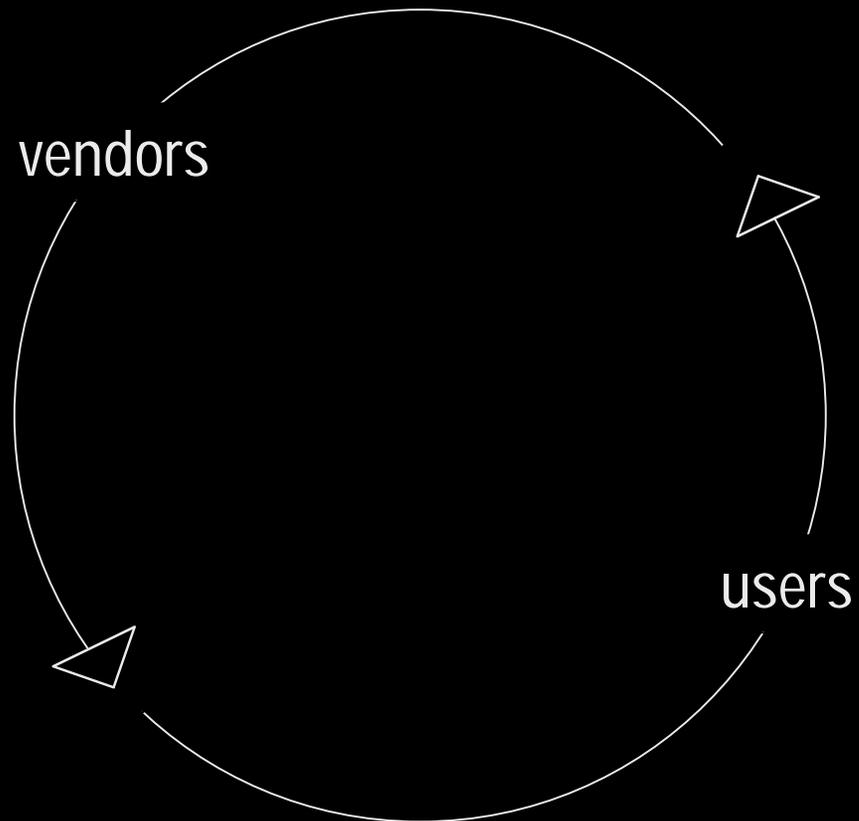


what happens after the town test?

- Communication
 - users
 - vendors
 - investors
 - public
- Administration
 - patents & IP
 - numbering & system issues
 - communications



crossing the chasm





vendor sponsors

- Recommended changes to Vendors Visiting Committee
 - Change name to 'Technology Board'
 - Adopt by-laws based on Board of Overseers
 - Elect a Chair at next meeting - also be Overseers guest
 - Technology Board members included on committees



symposium 2002

- Investigating a Symposium for fall 2002
- Vision
 - self liquidating
 - 2-3000 delegates
 - key note speakers
 - break out tracks for user & vendor business cases, how to build technology, how to use technology
 - publication of independent reports e.g. McKinsey, Accenture, PWC
- Next Steps
 - research interest levels
 - design self-liquidation



what happens to the center next?

- Immediately....
 - ...finance committee
 - ...sponsorship committee
 - ..future of the center committee
- New sponsors
 - ...all welcome
 - ...level playing field for all
 - ...will reorganize if too big



future of the center

- MIT is not best place for what system needs after adoption
 - IP Pooling
 - Numbering allocation
 - ONS Administration
 - Preserve purity of the standard
 - Educate and communicate
- Apart from...
 - Develop the system?



future is a question for today

- IP issues need to be resolved fast
- Decisions may impact system design
- Discussion and set up will take a long time
- Target date could be as early as October 2003



what happens to global centers?

- MIT is leading / bleeding edge for Auto-ID Center
- Others will continue as long as they want
- Then can transition into same future as MIT in their own regions...



next steps on future of center

- Form committee
- Make broad recommendation to next meeting covering
 - funding
 - IP pooling
 - administrative structure
 - trigger points
 - continued system development