



EUROPEAN FIELD TEST

CONFIDENTIAL - FOR SPONSORS ONLY



RATIONALE

- There are very specific regulatory issues in Europe that need to be addressed
- Need for proving the business case with small scale pilot.
- Important if we are not to be seen as US driven



EUROPEAN FIELD TEST - SPONSOR RECOMMENDATIONS

- Unanimous agreement that we should conduct a European Field test but that this should not simply replicate the US field test.
- Main recommendations are that the test should:
 - Demonstrate deployable technology
 - Be application focused
 - Be more of a pilot than a trial
 - Provide a small scale proven business case
 - Address cost implications
 - Be closed loop
 - Tackles real issues where generated data is used.
 - Test hardware and software



PROPOSAL

- We need a microcosm – an inch wide, but a mile deep.
Real, real world
Data is driving decision, actions and automation
- Builds on the US test
takes it to the next level
leverages all the learning
- Does not take resource away from US test



PROPOSAL – CONCEPT STORE

- Take one small retail outlet
- Tag everything that goes into the store
- Put readers everywhere – back room, every shelf, cold display, merchandising units and checkout
- Track product in, through and out



NEXT STEPS

- Produce cost estimate, feasibility study and detailed project plan
- Recruit sponsor to test
- Aim for Jan 2003