



AUTO-ID 7TH BOARD MEETING

TECHNOLOGY BOARD

JUNE 4, 2002

DIRK HEYMAN, SUN MICROSYSTEMS INC.



AGENDA

- Welcome new members
- Review of the agenda
- Share Feedback to Board of Overseers during February Board Meeting

... and ties are not a requirement



MOMENTUM: WELCOME TO NEW MEMBERS

- 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 Fong 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**



AGENDA

- Review of the agenda

Tuesday June 4

Technology Board

Research overview

Wednesday June 5

Industry board

Thursday June 6

Technology discussion



FEEDBACK TO BOARD OF OVERSEERS

- Feedback given to Board of Overseers in Menlo Park (CA) at the 6th Board meeting



THE “AHA” EXPERIENCE

- Significant progress

Approach

Technology

Bringing separate pieces together

Progress is accelerating, adding more value to Auto-ID

- Congratulations



TAGS & READERS

- Progress, but we feel some « competition »
- Industry sponsors and Auto-ID Center should continue to reiterate the importance of converging to a few, well thought out, standards in T&R
- U. of Adelaide is key in making this happen (Tags)



SOFTWARE: ONS & SAVANT

- Alpha version released:
 - The software seems to work well, seems well architected and robust
- Robust security needs to be added in β -release
 - Encryption
 - Authentication
 - Authorization



PML

- Sense of « unease »

It's key, but we are not quite sure « how »

Needs to address/embrace vertical industry standard efforts
under way

It is suggested that this is presented at next Technology Board or
Research presentation



CONTROL

- Cambridge University is generating very interesting out-of-the-box ideas in « control », on how to take Auto-ID from executing current industrial processes faster & better to radical shifts in approach which change « the industrial landscape »
- Most Technology Vendors are also Electronic industry manufacturers



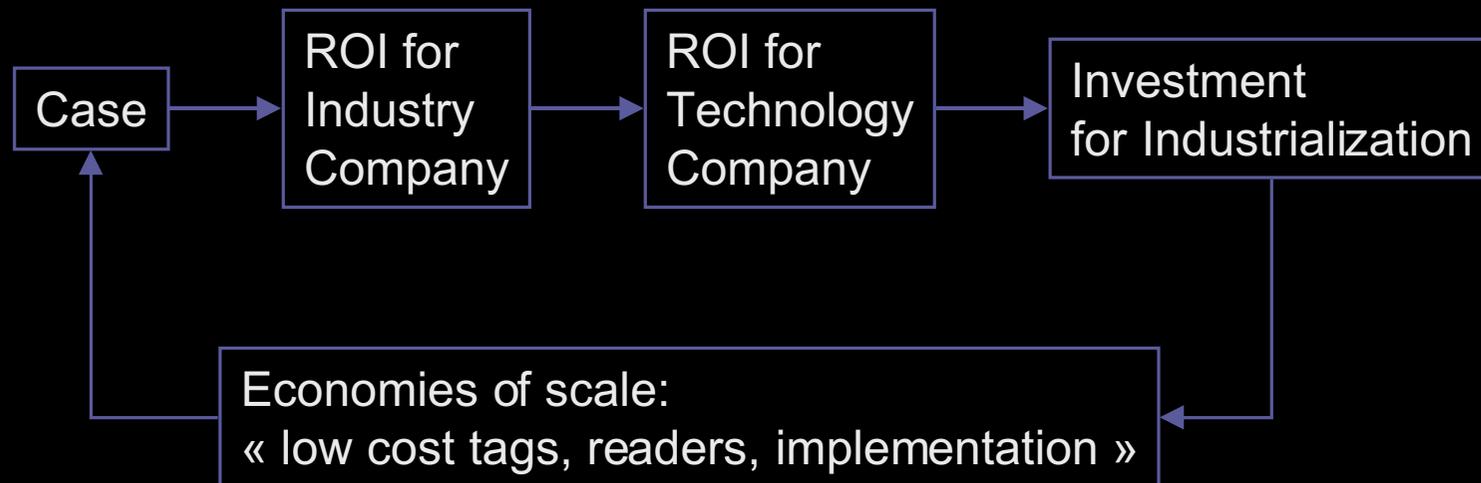
TOWN TEST

- Moving ahead at full speed
- Excellent feedback
- Very interested in the European Auto-ID Center proposal:
 - Excellent target
 - Innovative thinking



BUSINESS CASE

- Critical to Technology Companies





STANDARDS...

- Standards, intellectual property, licensing are key to Technology vendors to:
 - Invest in development
 - Invest in industrialization
- Need to take additional steps to ensure adoption

Standards

Certification:

- **HW & SW**
- **Certification test**
- **Authorized certification centers**

Brand it

« Auto-ID Ready »
« Pure Auto-ID »



IP & CO-DEVELOPMENT

- IP is difficult, but important
- Vendors want to ensure Open Standards
- Need « intermediate process » until final decisions are made, so that Vendor organisations can co-develop with Auto-ID Centers



CONCLUSION

- There was a « buzz » when we started the meeting... the « buzz » notched up significantly at the end of the day...
- **Excellent progress!**



SINCE FEBRUARY

- Future committee
 - From R&D to adoption
 - How? Who? What?
 - “New” Auto-ID Center role & organization
- Business cases



STANDARDS WILL BE KEY

Identification
Instruction
Multi industry
Multi application

sensor

tag

ePC

reader

PML

savant

DB

savant

ONS

savant

app.

 standardisation required: interface or API
 standardisation required



CONCLUSION

- A lot has been achieved by the Auto-ID Centers, a lot is ahead of us
- Prepare to move from development to adoption
This meeting and the next Board Meetings will be critical for the future of Auto-ID
- Your work, collaboration and feedback is essential in making Auto-ID happen



Thank You

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