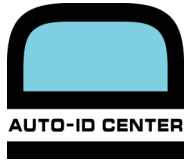


# **AUTO-ID 7TH BOARD OF OVERSEERS**

## **TECHNOLOGY BOARD INPUT**

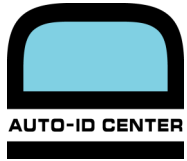
**JUNE 5, 2002**

**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

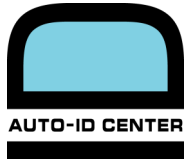
- Technology

- 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**



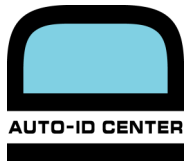
## OVERALL FEELING

- 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.”

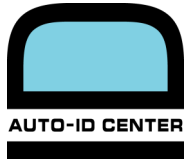


## WARNING

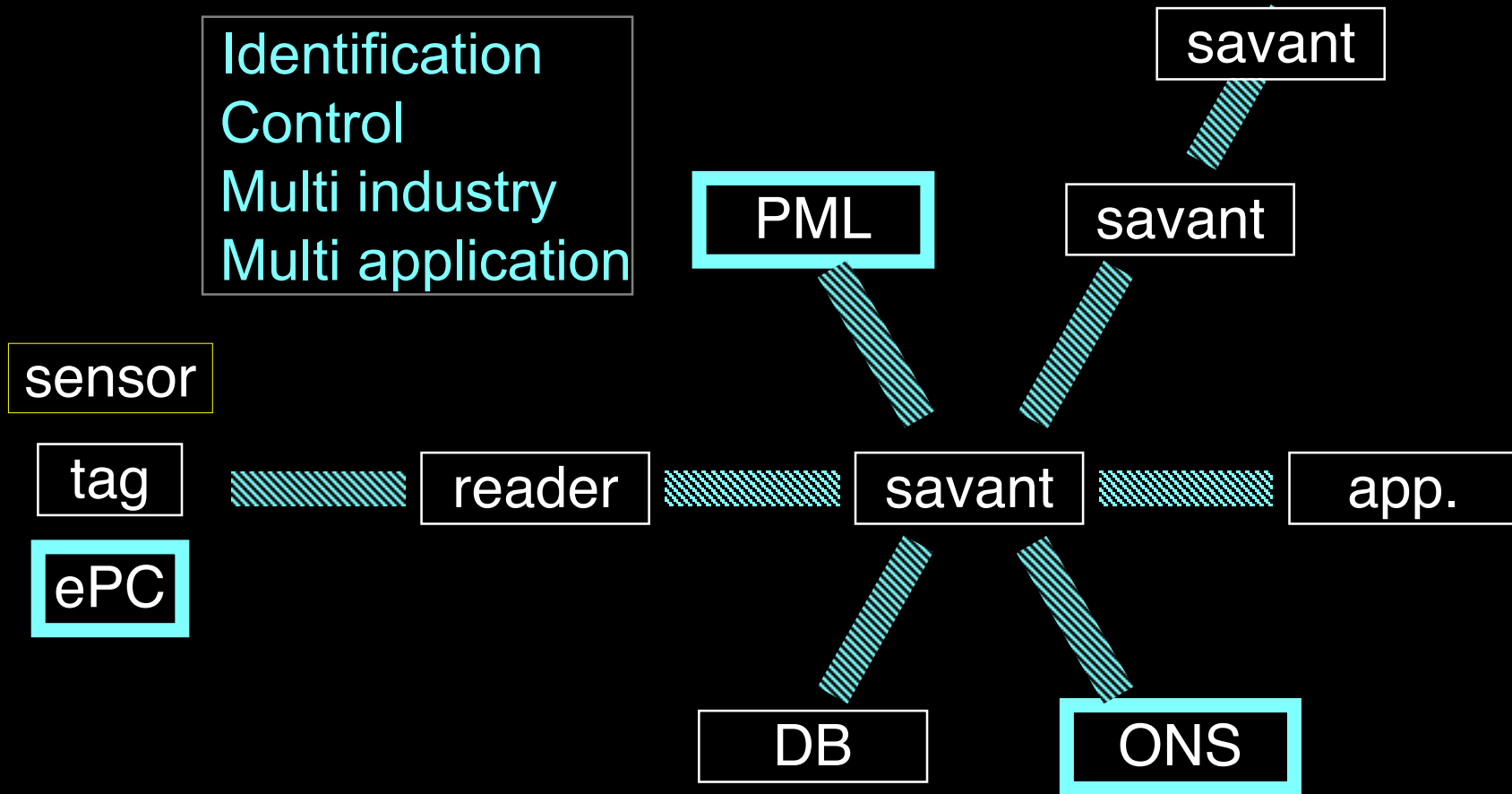
- Auto-ID standards are essential.
  - Near compliance is not good enough
  - Any compliant tag needs to work with any reader, with any Savant, with any...
  - Standards need to be kept pure
  - Compliance reference document(s)
  - Certification!
  - Branding of “certified compliant” HW, SW....
- KEEP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

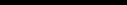
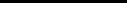


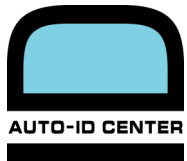




**STANDARDS: DO NOT COMPROMISE,  
DO NOT ALLOW IT... EVER**

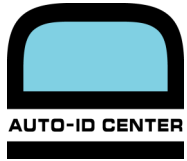


 standardisation required: interface or API  
 standardisation required

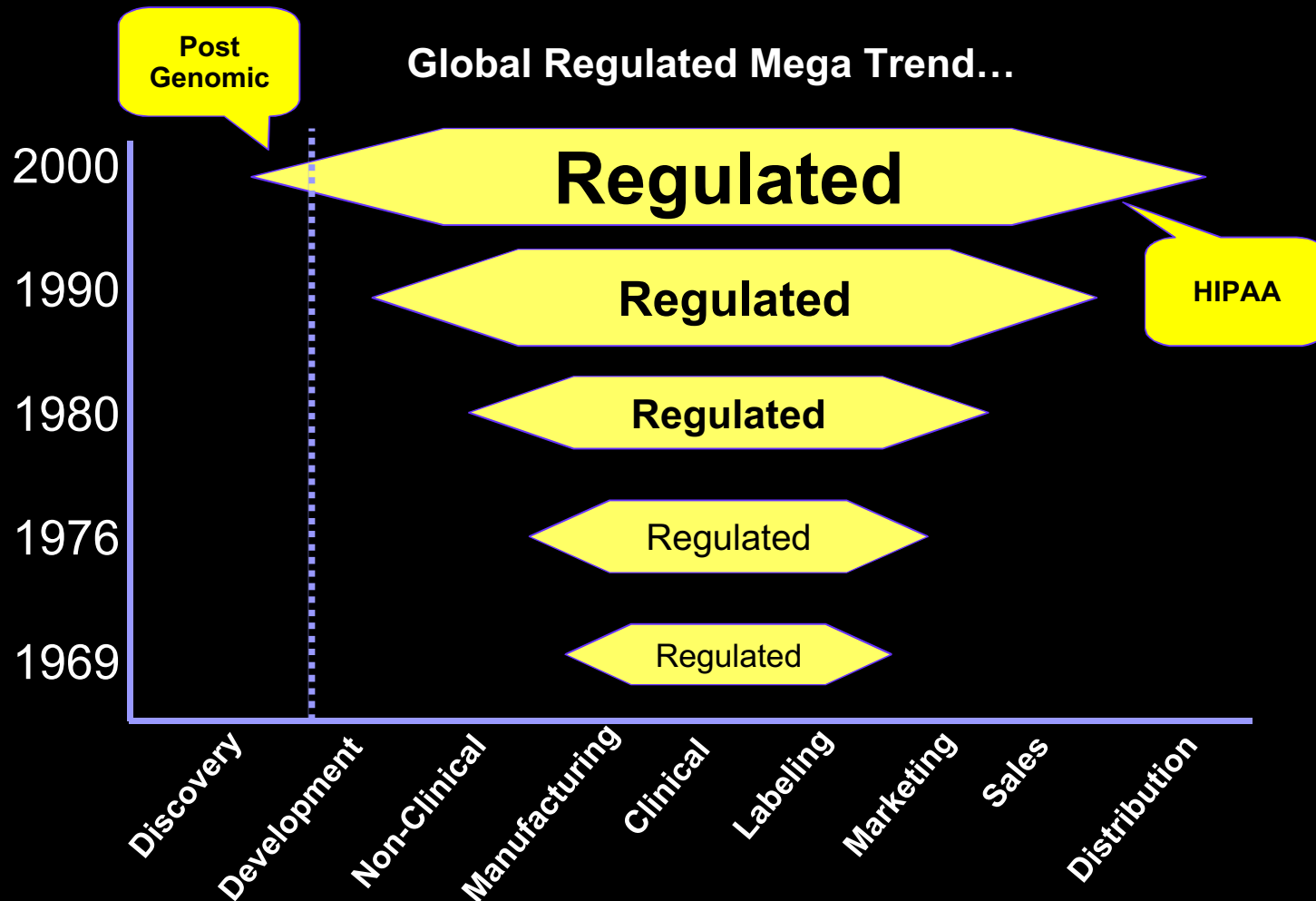


## REQUESTS

- 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)

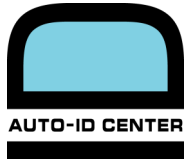


Public Health > Discovery > Development > Reimbursement > Hospitals > Doctors > Patients



## 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

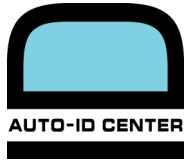
- Endorse the idea to build a formal relation with M-lab
  - Positive feedback on their work
  - Continental European presence will facilitate sponsor recruitment



## OFFER

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





## WHAT WE MISSED

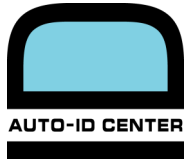
Security,  
encryption, identification,  
authentication



## 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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