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## RACE networkRFID

FP7 Thematic Network  
ICT-PSP: a European concerted effort on RFID

### D 7.3 - Dissemination Plan (progress, conclusions and recommendations)

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<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

# Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>4</b>
<b>2</b>	<b>Conference on RFID in Prague.....</b>	<b>5</b>
<b>3</b>	<b>Publication of quarterly newsletters .....</b>	<b>10</b>
<b>4</b>	<b>The new updated Website of the network .....</b>	<b>12</b>
<b>5</b>	<b>Other conferences and websites .....</b>	<b>12</b>
5.1	RFID portals .....	12
5.2	Organisation of other RFID conferences.....	13
<b>6</b>	<b>Press and media work .....</b>	<b>14</b>
<b>7</b>	<b>Recommendations and next steps on the dissemination plan.....</b>	<b>16</b>
7.1	Electronic Newsletters - Showcasing best practices .....	16
7.2	Local Conference and Exhibition activities.....	17
7.3	Update and improvement of the RFID in Europe network site .....	17
7.4	Press releases and media work .....	17
7.5	Database of key European stakeholders.....	18
<b>8</b>	<b>Conclusions .....</b>	<b>18</b>
<b>9</b>	<b>Appendix : .....</b>	<b>19</b>
9.1	List of the conference participants .....	19
9.2	The Conference in Prague programme .....	21

# Table of Figures and Tables

Figure 1 The page of the site with the conference presentations ..... 6  
Figure 2 Academic Day ..... 7  
Figure 3 Main Conference Day ..... 9  
Figure 4 Government Liaison Day ..... 10  
Figure 5 Newsletter pages- December 2010 ..... 11  
Figure 7 The new RFID portal in Greece ..... 13  
Figure 8 The new RFID portal in Denmark ..... 13  
Figure 9 The European RFID survey for press release ..... 15  
Figure 10 The Technology Radar for press release ..... 16

## 1 Introduction

Dissemination has a major role to play in determining the success of the network. One of the main objectives of WP7 is to promote the new “RFID in Europe” network identity.

In the previous months WP7 focused its activities behind the organization of a big European RFID Conference which was held in Prague in March 2011. The Conference aimed to involve and attract a number of stakeholders across Europe, including RFID technology providers, organizations and SME companies interested to invest in RFID, government officials, academics etc. A variety of interesting issues on RFID were discussed such as real-life RFID cases, RFID infrastructure, investment decisions, results from respective RFID projects, privacy and security issues. 50 approximately presentations took place during this event.

Except for the Conference, RACE has launched its new RFID portal ([www.race-networkrfid.org](http://www.race-networkrfid.org)) with updated content (successful applications from many industries, information news and events, RFID technology updates, links to related projects etc.). In addition, other RFID websites have been launched by our RACE members in several countries. Our aim is to enrich their content with insightful cases, news and information. Further, WP7 has the aim to disseminate news on RFID and the network activities through quarterly newsletter and press releases.

Last but not least, WP7 will establish a database of key European stakeholders (organizations, SME companies, citizens, government officials, academics etc.) which will provide a means of effective communication and dissemination to everyone interested in RFID technology.

### **Activities and Results (Period: March 2010-February 2011)**

During the previous months a lot of fruitful activities took place with the aim to promote the new “RFID in Europe” network identity. The main focus of the activities was on the organization and the successful execution of a big European conference on RFID. The Conference was held in Prague in 29-31 March during a three day event including the following three sessions: Academic Day, RFID the future -Real Case studies and Government Liason Day. Many stakeholders from several European countries (Austria, Czech Republic, Germany, Sweden, Italy, Greece, UK, Ireland etc. ) participated in the Conference including: academics, RFID technology providers, organizations and SME companies interested to invest in RFID, government officials. A variety of interesting issues were discussed during the Conference such as: Real Case studies for the implementation of RFID, Investment issues, Privacy matters, the role of Government on RFID technology, academic research on RFID and Internet of Things issues etc. 50 presentations approximately took place during this big event. Another conference on “UEAPME RFID market place for SMEs” held in Brussels on

the 22nd of November. Experts in RFID, the European Commission's DG InfSo as well as representatives of SME-federations exchanged their opinions during this intensive day.

Except for the Conference in Prague, RFID in Europe has launched its new RFID portal ([www.race-networkrfid.org](http://www.race-networkrfid.org)) with updated content (successful applications from many industries, information news and events, RFID technology updates, links to related projects etc.). RFID in Europe website was enriched with all the presentations of the conference. The delegates and the speakers can download these presentations. In addition, other RFID websites have been launched by our RACE members in several countries such Denmark and Greece. ([www.rfididanmark.dk](http://www.rfididanmark.dk), <http://www.rfidportal.gr/>). In addition, quarterly newsletters are organised and published during this period with insightful input from the core and the rest members of the Network.

In addition, a very insightful web survey run during this period in Greece and in other 13 European countries with 159 participants with the aim to investigate perceptions on RFID technology. RFID in Europe members helped on the dissemination of this survey. The participants were asked for several issues such as: their beliefs on the cost and the barriers of the RFID technology, investment decisions, the anticipated benefits, their familiarity with the technology, the expected demand, network effects and the pressure from their competitors or partners regarding the adoption of RFID. Very interesting results came out which were presented during the RFID conference in Prague.

### **Next Steps (Period: March 2011- February 2012)**

Our aim is to improve the design and enrich the content of the main network website with insightful cases, news and information. Further, WP7 has the aim to disseminate news on RFID and the network activities through a quarterly newsletter and press releases.

Last but not least, WP7 will establish a database of key European stakeholders (organizations, SME companies, citizens, government officials, academics etc.) which will provide a means of effective communication and dissemination to everyone interested in RFID technology.

In addition, further analysis of the survey (held during the previous period) will take place.

The publication and the dissemination of the survey results will be one of the main activities of the following period.

In the following paragraphs, the dissemination activities progress and the conclusions and next steps of the dissemination plan follow.

## **2 Conference on RFID in Prague**



The RFID in Europe Network successfully ran the European Conference on RFID in Prague on 29-31 March during a three day event including: an Academic Day, RFID the Future Conference and Government Liaison Day. Many stakeholders from several European countries (Austria, Czech Republic, Germany, Sweden, Italy, Greece, UK, Ireland etc.) participated in the Conference including: academics, RFID

technology providers, organizations and SME companies interested to invest in RFID as well as government officials. 50 presentations approximately took place during this big event. A variety of interesting issues were discussed and approximately 50 presentations took place on topics such as:

- Real Case studies for the implementation of RFID (RFID in library, in Railway, Farm etc.)
- RFID Investment issues (What is the ROI? What are the benefits and cost?)
- Privacy matters
- The role of Government on RFID technology
- Academic research on RFID and Internet of Things

All the presentations have been uploaded on the following link site <http://www.race-networkrfid.org>



Figure 1 The page of the site with the conference presentations

### Academic Day –Tuesday March 29<sup>th</sup>

The conference launched on 29<sup>th</sup> of March with an Academic and Research workshop. Very interesting presentations took place regarding RFID Technology and the Internet of Things. As far as RFID is concerned, the speakers examined and analyzed research issues such as: business, process and financial evaluation of the technology, Security systems for RFID, RFID tag cost minimization, RFID research projects in several research European Groups. The following presentations were discussed.

- **Evaluating the impact of RFID on warehouse process performance**, Angeliki Karagianaki, ELTRUN-AUEB, Greece
- **Real Options in RFID investments** Andriana Dimakopoulou, ELTRUN-AUEB, Greece
- **Education, Research & Development Interface for RFID Community**, Ing. Bc. Lukas Vojtech, Ph.D. - RFID lab FEE CTU in Prague, Ing. and Daniel Lopour, Ph.D. Industry cooperation, Center of Automatic Identification
- **Overview of German research projects on RFID in the context of IoT**, Alexander Hille, Fraunhofer, Germany

In addition, several research projects on the concept of Internet of Things were discussed. Very important issues were presented such as: The role of Reality Mining and Service Oriented Architecture for the Internet of Things, definitions, Data integration, Interoperability of systems, IoT applications and Enabling Technologies.

Here are the respective presentations:

- **Architecting the Internet of Things**, Dieter Uckelmann, BIBA, Germany
- **Relationship Classification of Object to Object communications in the Internet of Things using Reality Mining**, Dr. Pat Doody & Andrew Shields. Centre for innovation in distributed systems (CIDS), Ireland
- **Service Oriented Architecture and the IoT**, Prof. Fun Hu, Bradford University
- **CASAGRAS2 FP7 Project The CASAGRAS2 Inclusive Model for IoT**, Prof Anthony Furness, AIDC Global



Figure 2 Academic Day

## Main Conference Days –Tuesday and Wednesday March 29<sup>th</sup> and 30<sup>th</sup>

During the 2 Day conference and Solution Show, the basics on RFID technology and appealing applications were discussed. In particular, RFID issues such as Standards and Regulations, Privacy matters and real RFID Tracking and Traceability applications were presented. At the end of the Day an interesting session “Ask the Experts” took place, where the attendees had the opportunity to ask a panel of experts questions regarding the RFID applicability, RFID implementation benefits and problems. Several real cases regarding the application of RFID to hospitals, farms, mobile phones etc. were discussed.

Below you can see the presentations which took place on the 29<sup>th</sup> of March.

- **Separating Hype from Reality -The Identification Legacy and the Role of RFID Technologies** Tony Furness, AIDC Global, UK
- **Are You Ready for RFID? - The 5minute Diagnostic** , Ian Smith, AIMUK
- **The Importance of Standards and Regulations**, Patrick Guillemin, ETSI, France
- **Privacy and Security - RFID Recommendation Common European Sign and Privacy Impact Assessment**, Trevor Peirce, AVANTA Global, Belgium, Emilie Danel, GS1 Europe, Belgium
- **RFID for tracking biosamples and blood products**, Andrew McGrane, Universal Trace, Pat Doody, CIDS, Ireland
- **The PigTracker Project** Dr. Niels Peter Baadsgaard, Danish Agriculture & Food Council,Denmark
- **Tracking medical devices using RFID within a hospital - From store to operating system, Ireland**
- **RFID From Farm to Fork** Prof. Bob Newman, University of Wolverhampton, School of Technology
- **Fish pilot as part of RFID From Farm to Fork** Mira Trebar, University of Ljubljana
- **RFID Return On Investment for SME's** John Soldatos, Athens Information Technology
- **Knowledge in your pocket (RFID on any mobile phone)** Niklas Hild, ROI4U
- **NFC in reality (Finland)** Mikko Haikonen, Nokia

The second Day of the Main Conference event consisted of 4 sessions, where the speakers presented the potential of RFID technology by discussing trends and investment opportunities of the technology, Return on Investment and Real Case studies. Appealing applications were presented which show the impact of RFID technology on several sectors such as Libraries, Rail, Paper Industry, Warehouses, hospitals, clothing and distribution centers. Here are the presentations which took place.

- **RACE Network RFID: Providing a focus for Europe - EU & Governmental efforts to implement RFID in Europe** Ian Smith, AIMUK
- **Trends and Investment Opportunities for RFID in Europe - European Survey Results** Katerina Pramatari, ELTRUN AUEB, Greece
- **Beat your competitors through RFID-based VMI consignment stock and loan kit applications** (Belgium) Trevor Peirce, AVANTA Global
- **Empowering Distribution Center operations with RFID** (Greece) Angeliki Karagiannaki, SMART-RFID

- **ROI by logistic solutions** (Sweden) Lucas Åhlström , Retorium
- **RTI tracking between different warehouses in Europe** (Schweinfurt in Germany and Steyr in Austria) Alexander Hille, Fraunhofer IML
- **The new smart label** Jakub Unucka, Gaben
- **How to increase profit when selling clothes** (Finland) Niklas Hild, Rol4u
- **RFID in Rail** (Sweden) Lennart Andersson, Swedish Transport Administration
- **RFID in the Paper Industry** Mr. Frank Meyer-Niehoff , General Manager, Felix Schoeller Supply Chain Technologies GmbH & Co
- **Logistics in Hospital** (Norway) Vidar Kualheim, TEXI
- **Meat-tracking with RFID Fast ROI for the farmer** Henrik Österlund, Hencol, Sweden
- **Is this the appropriate time to invest in RFID technology? What is the ROI?** David Myers, AIDC Solutions
- **A Business Assist programme to help businesses get started in RFID** Ian Smith, AIM UK
- **RFID in Hungarian Libraries**, István Udvardy-Nagy, Sales director, *ODIN technologies Budapest*



Figure 3 Main Conference Day

### Government Liaison Day-Thursday March 31<sup>st</sup>

EU COMMISSIONER, MINISTERS AND PARLIAMENT SUPPORT FOR RFID in EUROPE  
RFID in Europe is 'hitting the headlines':



Our series of events in Prague at the end of March drew complimentary comments from the European Commissioner for Digital Agenda, Neelie Kroes. In an open letter encouraging Member States to attend the one-day Government seminar Commissioner Kroes described 'RFID in Europe' as a timely event.

'I expect it will assist Governments to understand the Implications of various EU RFID policy actions, and support them in defining their own policies' she wrote.

'For me there is no doubt that 2011 is the defining year for RFID and the Internet of Things in Europe. This event will provide an important contribution!'



Martin Tlapa, Deputy Minister from the Czech Republic Ministry of Industry and Trade endorsed the Commissioner's message in an opening presentation in Prague. He confirmed that his Government were committed to supporting the EU RFID agenda and that they recognised its importance to both public and private sectors.

Representatives from 8 Member States participated. They came from Finland, Denmark, Czech Republic, Poland, France, Portugal, UK and the Baltics were also represented. At a follow-up closed session for the Government representative, it was agreed that Prague would be the start of an ongoing networking and collaboration programme and that the RFID in Europe Government Liaison Committee would seek to attract many other participants to the next meeting which will coincide with the RFID in Europe General Assembly in Greece in the autumn.



Dr Silvana Koch-Mehrin, vice-President of the European Parliament wrote:

« I very much welcome the initiative of RACE Thematic Network to organise this important conference in Prague.

The European Parliament recognised in its resolution of 15 June 2010 on the Internet of Things that RFID technology and other Internet of Things-related technologies which are already being applied in the manufacturing, logistics and supply-chain sectors, offer benefits in terms of product identification and traceability and have promising potential for developments in many other areas, such as health care, transport, energy efficiency, environment, retail and the fight against counterfeiting..... RFID chips are regarded as a catalyst and accelerator for economic development of the information and communication industry.... »



Figure 4 Government Liaison Day

### 3 Publication of quarterly newsletters

Under the dissemination activities, the Newsletter December 2010 is issued. Please see the following link with its content.

<http://www.race-networkrfid.org/sites/default/files/Newsletter/index.html>



Figure 5 Newsletter pages- December 2010

The newsletter has the aim to inform the RFID in Europe members regarding the network activities. The specific newsletter -December 2010- included the following sessions :

- Summary of the General Assembl decisions
- Priorities of the network
- Workpackage updates
- Announcement of the RFID in Europe conference
- News on the RFID Nordic Scholarship
- Results from the Survey on RFID investment interest in Greece
- Real RFID case studies

The second newsletter is undergone its formatting in order to be ready to be published the first week of May. This newsletter includes :

Conclusions and results from the RFID conference in Prague

- News on Network activities
- RFID European results

- o RFID case studies

*Note : The last newsletter is delivered as a separate deliverable.*

#### 4 The new updated Website of the network

The new RACE industrial web site is now on-line at <http://www.race-networkrfid.org/>. Appropriate links to the DB will be built on the new site for quick and easy location of the database pages. All members are invited to visit the new web site and to send contents and news items to the MB Chair Pat Doody, on a regular basis in order to keep the new RACE web site up-to-date and active.

All the presentations of the conference in Prague are currently uploded on the network site.



Figure 6 RFID in Europe Website

#### 5 Other conferences and websites

##### 5.1 RFID portals

###### NEW RFID PORTALS IN GREECE

<http://www.rfidportal.gr/>

A new RFID portal was developed by the e-business laboratory (ELTRUN), AUEB, supervised by Mrs. Katerina Pramataris (leader of the WP7) <http://www.rfidportal.gr/>. The main objective of this new portal is to inform the residents of Greece and the Greek SME's about RFID technology and all its parameters. Visiting this website, someone has the opportunity to be informed regarding RFID basics, RFID updates and real RFID cases applications from all over the world.



Figure 7 The new RFID portal in Greece

<http://rfid-retail.gr>

A new RFID portal in Greece is developed by the company “Trinity Systems” (one of the members of the RACE network) with the goal to promote RFID technology in retailing and provide information to the companies which are interested in its application.

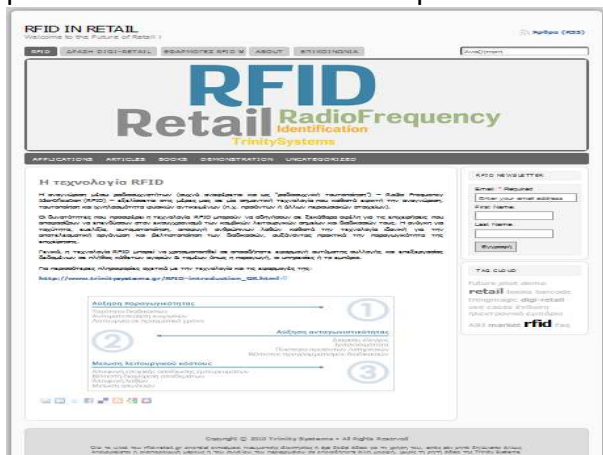


Figure 8 The new RFID portal in Denmark

A new RFID portal ( [www.rfididankmark.dk](http://www.rfididankmark.dk) ) has been launched. The objective is to be the forum for everyone interested in RFID in Denmark.

**5.2 Organisation of other RFID conferences**

As a result of the Dissemination plan, several RFID events have been scheduled to promote network identity. The following paragraphs include these events.

**I. RFID seminar in Brussels - 22nd of November , 2010**

"UEAPME RFID market place for SMEs"

RFID market place for SMEs! ( by Ludger Fischer and Ove Canemyr)

One thing was made more than clear: There is a clear return on investment (ROI) for the use of RFID by SMEs. Mostly already within 6 months, but sometimes even in one day! Experts in RFID, the European Commission’s DG InfSo as well as representatives of SME-federations exchanged their opinions during this intensive day 22 november 2010 in Brussels.

## II. RFID seminar in Denmark , 2nd of December, 2010

On the 2nd of December (AIM-DK, Danish Industries and RACE) had an RFID Seminar , where 4 RFID Success Stories (all full implementations) were presented.

(in Danish: <https://logisys-as.clients.ubivox.com/newsletter/10214/5719439/3028638/>)

## III. RFID Exhibition in Denmark on the 3rd of May, 2011

“RFID technology now and towards an Internet of Things”- RFID Conference and RFID Exhibition in Denmark on the 3rd of May, 2011

One more conference ([www.rfid danmark.dk](http://www.rfid danmark.dk)) is organised by **RFID i Danmark** in cooperation with University IT and Telestyrelsen, the ebbits-project and the Open-Minds project. At this conference, participants will have the opportunity to listen to presentations of more than 10 organisations regarding the RFID technology (advantages, who is gaining from that technology etc.)

The Highlights of this conference are:

- Conference as a kick-off for the Danish thematic network, "RFID i Danmark"
- The Danish Minister of Science will attend and speak
- The Chair of RFID in Europe, Ian Smith will attend and speak
- Dr. Florent Frederix is representing the EU Commission
- The conference is organised by Henrik Granau (RFID i Danmark - a member of RFID in Europe)
- Apart from the EU Recommendation, the PIA and the political statements, the focus is on actual cases presented by danish companies who are using RFID technology
- There is an exhibition with 10-15 exhibitors
- The number of attendees will be 100-200

## IV. RFID exhibition in Finland, 31st of May

The largest annual RFID themed seminar and exhibition in Finland! On the 31st of May 2011



Participants in the RFID Lab Spring Seminar and exhibition will learn the potential of the modern identification technology, the newest business solutions, and latest cases where RFID technology is applied. The event gathers together the decision makers of the leading organizations, specialists and RFID experts including also current information and varies number of interesting discussions. [www.rfidsummit.fi](http://www.rfidsummit.fi)

## 6 Press and media work

### Translation of the Produced material to local languages

In order to advance releases RFID in Europe members volunteered to translate any material produced for the network. It is noted that some countries require translation of the material produced by RACE. A national contact per country is sought to perform a limited number of local language translations (estimate of 4 or 5 A4 pages a year on average). The following members volunteer for their country:

- Greece: Theodore Vasiliadis
- Sweden: Lucas Ahlström
- Denmark: Henrik Granau
- Czech Republic: Vladislav Zvelebil
- France: Philippe Rohou

- Portugal: Octavio Lopez
- Italy: Paolo Brizzi
- Spain: Ana Ayerbe
- Germany: Alexander Hille

Ludger Fischer (UEAPME) also suggests that translations could be handled using the Wikipedia methodology.

### Examples of press releases include:

The RFID survey on “Trends and investment opportunities for RFID in Europe” and the “Technology Radar”. Here are the respective releases.

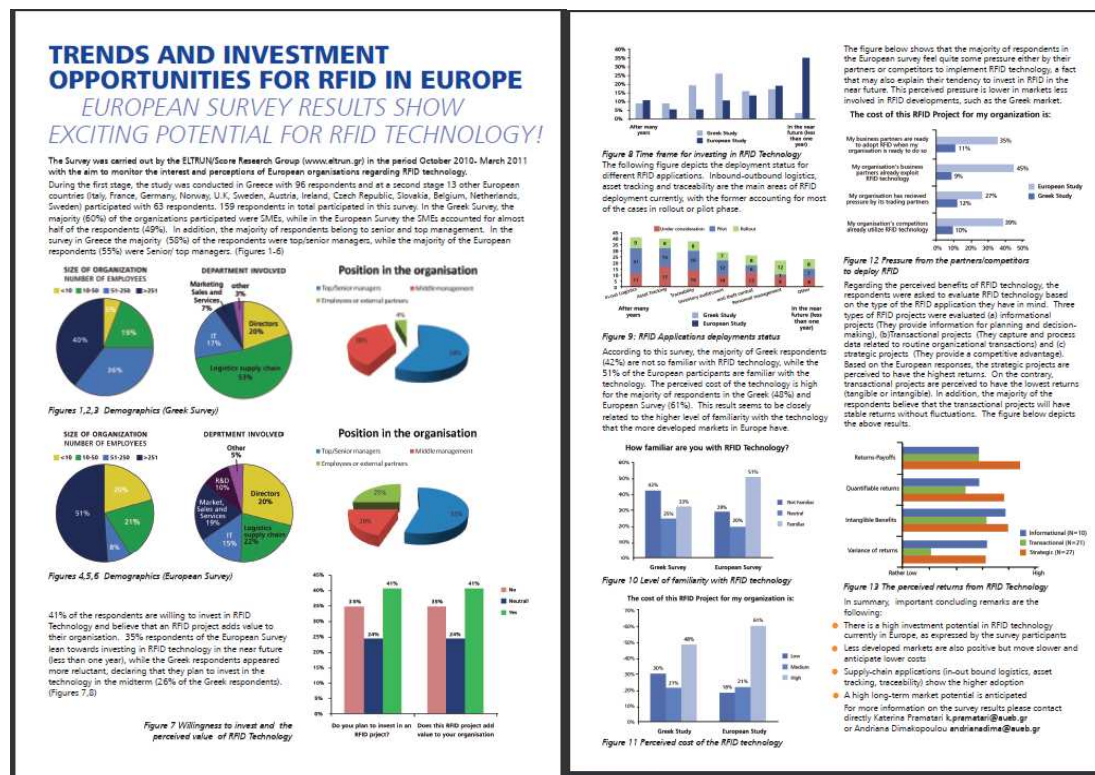


Figure 9 The European RFID survey for press release

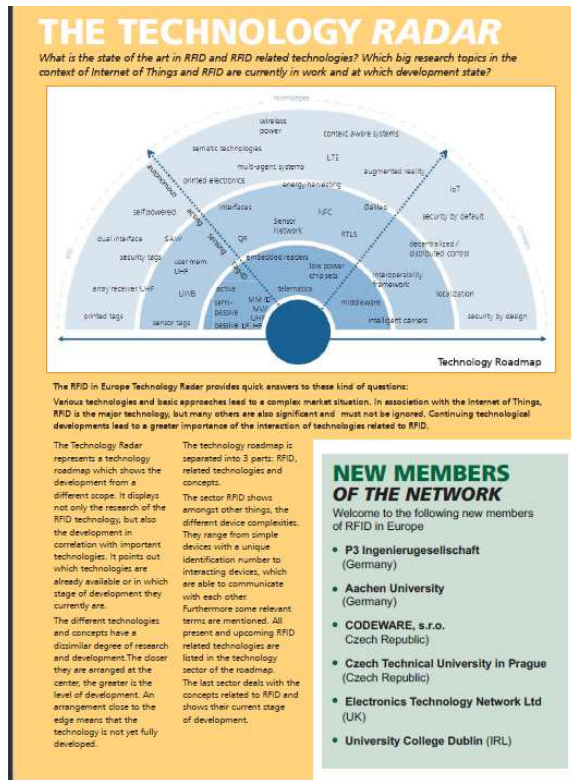


Figure 10 The Technology Radar for press release

## 7 Recommendations and next steps on the dissemination plan

### 7.1 Electronic Newsletters - Showcasing best practices

The dissemination strategy of the RFID in Europe network includes a variety of spreading activities. Among others is the publication of Quarterly newsletters distributed to the RFID in Europe members. The main aim of these newsletters is to address technical issues and non-technical impediments to the effective, secure and privacy friendly deployment of RFID; raising awareness of the multiple benefits and providing links to relevant showcase and project activities and best practices in Europe and beyond.

For this aim this workpackage has the goal to track all the members' activities regarding RFID technology and assemble them in quarterly newsletters. Our next newsletter will be published in December 2011. For this reason (as for previously published newsletters) we are planning to contact all the network members and ask them to send us any information they find important regarding their activities. These activities concern:

- Events, seminars, programmes and activities that Network members are running and promote the benefits of RFID
- RFID success stories (pilots or full implementation scenarios)
- Portals and websites which promote the network
- RFID surveys
- Special issues on RFID and other publication activities
- Any other action points relevant to the aims of the RFID in Europe Network

- Any comments/issues Network members want to raise regarding: the conference which was held in Prague, Network momentum, webinars, membership, discussion forum, the project in general.

Apart from the network members, the new newsletters will include information by the MB members regarding updates on the rest of Work Packages. This information will include:

- A brief summary and the main aims of the WP
- The main WP results up-to-now
- Next WP steps/actions and the means to achieve them
- Call for action

### **7.2 Local Conference and Exhibition activities**

After the successful conduct of the RFID conference in Prague the dissemination plan aims at focusing on the organisation of local conferences on RFID. Each country can raise awareness of RFID technology through local RFID events, conferences, exhibitions, seminars and workshops. Different levels of RFID deployment occur in each country as the RFID market is underdeveloped in some European areas. Thus, it is very important to organise local conferences and RFID events in order for each country to focus on differentiated priorities on RFID technology.

It is planned that these events can cover subjects such as the following:

- Education and training on RFID applications
- Best practices on RFID technology
- Barriers on RFID technology adoption and ways to rectify them
- RFID Users acceptance
- Privacy issues
- Standards and security matters
- Real RFID Cases live demonstration

### **7.3 Update and improvement of the RFID in Europe network site**

The dissemination plan has the aim to update and improve its site regarding its content and operation, with the goal to promote in a more effective way the network identity. The site is already under review and the management board members propose ways to enhance its function. A site review report is circulated among the MB members with fruitful propositions and suggestions for improvement.

### **7.4 Press releases and media work**

The dissemination plan entails the issue of press releases regarding the events which have already taken place. Press releases will include the basic conclusions of the organised RFID

events as well as results coming from conducted surveys that the RFID in Europe members run (e.g. Survey for RFID privacy). For example, the advanced publication and the dissemination of the RFID European survey results (which were presented during the RFID conference in Prague) will be one of the main activities of the following period.

[\(Please see the link\) Trends and Investment Opportunities for RFID in Europe - European Survey Results\) http://www.race-networkrfid.org/content/2-day-conference-and-solution-show](http://www.race-networkrfid.org/content/2-day-conference-and-solution-show)

Publication of the network activities (e.g. Technology radar which is developed) is one of the future activities of the dissemination plan. In addition, it is planned to promote through press releases the future RFID events which are organised by the network members.

### **7.5 Database of key European stakeholders**

WP7 in cooperation with WP6 has already established a database of key European stakeholders (organizations, SME companies, citizens, government officials, academics etc.) which will provide a means of effective communication and dissemination to everyone interested in RFID technology.

A list with key European Stakeholders has been developed and distributed to all the participating countries.

## **8 Conclusions**

Dissemination has already played and will continue to play a major role in determining the success of this thematic network. One of the main aims of the dissemination plan is to define how best to communicate the initial identity of the network itself. One of the first targets is to recognise and promote the relevant services that RFID in Europe partners have in place in order to kick off the services for the Network. All partners in the RACE networkRFID project are invited to submit details of their activities regards to RFID awareness, education and training, business assist, business development, enterprise, innovation, standards, regulatory and policy support. As a conclusion, it is proposed that the Network considers and will keep supporting RFID local events, press releases, publication of newsletters, site operation improvement and annual RFID Conferences and Innovation Shows featuring new and niche applications.

## 9 Appendix :

### 9.1 List of the conference participants

Attendees:

<b>Name</b>	Miroslava Staffenova
Alexander Hille	Ola Ojert
Allan Scott	Ove Canemyr
Amy Foster	Pat Doody
Ana Ayerbe	Patrick Guillemin
Anders Askevold	Pavla Cihlarova
Bojan Bilic	Peter Kurucz
Boris Simak	Peter Rogos
Brizzi Paolo	Petr Benes
Christina Rusu	Philippe Rohou
Christopher Hood	Razvan Pitic
Daniela Pavlanska	Rene Rison Johansen
David Ketszeri	Rita Westergaard
David Myers	Robert Troska
Dieter Uckelmann	Schwirg Laszlo
Emad Alsusa	Stephan Bourguignon
Emilie Danel	Stuart Slater
Eva Appeltauerovala	Susanne Rinneberg
Gunnar Ivansson	Tan Phu Vuong
Henrik Granau	Trevor Pierce
Henrik Osterlund	Vivek Rajan
Iker Mayordomo	Vladislav Zvelebil
Istvan Udvardy-Nagy	Yim-Fun Hu
Jarmila Kaplanova	
Jaroslav Camplík	
Jean-Christophe Lecosse	
Jose Antonio Arteché	
Josef Prokes	
Kaj Nummila	
Karel Marousek	
Laurent Gonzalez	
Lennart Andersson	
Luca Martinelli	
Luděk Schneider	
Mads Ravn	
Manuel Laranja	
Marek Hornak & Piero Filippin	
Mary Griffin	
Marzena Ciecko	
Massimiliano Minisci	
Michael Jensen	

## Exhibitors

Name	
CODEWARE	
Balkan Services	
UEAPME	
S.A.T.A	
GS1 Brussels	
GS1 Czech Republic	

## Attendees from the Chech Republic:

Name	Name	Company
Vilim Frantisek	Frantisek Vilim	ALLSHARE Finance Central Europe, a.s.
Gelova Eva	Eva Gelova	Centrum dopravního výzkumu, v.v.i.
-	-	Ceska posta
Bucek Pavel	Pavel Bucek	Ceskomoravská společnost chovatelů, a.s.
Caisova Ladislava	Ladislava Caisova	CON Praha s. r. o., redakce Svet baleni
Vojtech Lukas	Lukas Vojtech	CVUT
Neruda Marek	Marek Neruda	CVUT
Muzik Jan	Jan Muzik	CVUT
Klvana Dalibor	Dalibor Klvana	D.H.S. - Data, Hardware, Software, spol. s r.o.
Unucka Jakub	Jakub Unucka	Gaben, spol. sr.o
Benda Pavel	Pavel Benda	Gaben, spol. sr.o
Bily Michal	Michal Bily	GS1 Czech Republic
Cihlarova Pavla	Pavla Cihlarova	GS1 Czech Republic
Camplik Jaroslav	Jaroslav Camplik	GS1 Czech Republic
Martoch Tomas	Tomas Martoch	GS1Servis.cz
Tepla Katerina	Katerina Tepla	GS1Servis.cz
Fuchsikova Petra	Petra Fuchsikova	ILAB RFID-EPC
Pavlousek Miroslav	Miroslav Pavlousek	KOMFORT SERVIS
Kocian Prokop	Prokop Kocian	Metra Blansko a.s.
Stejskal Pavel	Pavel Stejskal	myonic
Zilka Jiri	Jiri Zilka	Prvni Signalni,a.s.
Sima Jaromir	Jaromir Sima	RLC Praha a.s.
Baka Michal	Michal Baka	Saab Czech s.r.o.
Pilna Lucie	Lucie Pilna	Sdelovaci technika
Venclikova Jana	Jana Venclikova	Sdelovaci technika
Benes Petr	Petr Benes	Sdelovaci technika
Mochayova Miriama	Miriama Mochnayova	SOS electronic s.r.o.
Brazda Michal	Michal Brazda	Univerzita Tomáše Bati ve Zline
Svub Jiri	Jiri Svub	VSB-TU Ostrava, Hornicko-geologická fakulta
Kebo Vladimir	Vladimir Kebo	VSB-TU Ostrava, Hornicko-geologická fakulta
Kolarovszki Peter	Peter Kolarovszki	Zilinska univerzita v Ziline
Cerny Mikulas	Mikulas Cerny	

## 9.2 The Conference in Prague programme



**RFID**  
in EUROPE  
Raising Awareness and Competitiveness

**RFID**  
FUTURE

**2 day conference**  
**March 29-30.**

Special registration fee  
for academics attending  
March 30th session  
of €100

**JOIN US IN PRAGUE AT A SPECIAL**

**ACADEMIC AND**

**RESEARCHER**

**WORKSHOP**

*(with supporting exhibition)*

**“RFID and the INTERNET of THINGS”**

*See solutions that are available TODAY.  
Network with EU champions and industry  
specialists who are there to help YOU.*

**Tuesday 29th March 2011, Prague**  
**Crowne Plaza Hotel 09.00h to 17.00h**

### Outline Programme

**09.00 Architecting the Internet of Things**  
*Dieter Uckelmann, BIBA, Germany*

**09.45 Evaluating the impact of RFID on warehouse process performance**  
*Angeliki Karagianaki, ELTRUN-AUEB, Greece*

**10.30 Overview of German research projects on RFID in the context of IoT**  
*Alexander Hille, Fraunhofer, Germany*

**11.00 COFFEE**

**11.30 Real Options in RFID investments**  
*Andriana Dimakopoulou, ELTRUN-AUEB, Greece*

**12.00 Relationship Classification of Object to Object communications in the Internet of Things using Reality Mining**  
*Dr. Pat Doody & Andrew Shields.  
Centre for innovation in distributed systems (CIDS), Ireland*

**12.45 LUNCH**

**A closer look at the Internet of Things from technical leaders of the EU CASAGRAS2 FP7 project**

**14.00 The CASAGRAS2 Inclusive Model for IoT**  
*Prof. Anthony Furness, AIDC Global*

**14.45 Service Oriented Architecture and the IoT**  
*Prof. Fun Hu, Bradford University*

**15.30 COFFEE**

**Other Speakers**

**16.00 Education, Research & Development Interface for RFID Community**  
*Ing. Bc. Lukas Vojtech, Ph.D. - RFID lab FEE CTU in Prague*

**16.30** *Doc. Dr. Ing. Vladimir Kebo - Technical University Ostrava*

**Registration Fee**  
€125 covering coffee breaks, lunch and speaker presentations

**CLICK HERE to register**

[www.race-networkrfid.org](http://www.race-networkrfid.org)

Academic Workshop programme

**Do You Have Problems?**



- Identifying Items?
- Managing Item Information?
- Handling items?
- Tracking and sorting items?
- Managing Space requirements?
- Managing Inventory?
- Transporting items?
- Handling Personnel and data collection?



**SEE HOW RFID CAN INCREASE YOUR PROFITS**

**2 DAY CONFERENCE & SOLUTION SHOW**

**CROWNE PLAZA HOTEL,  
PRAGUE, CZECH REPUBLIC  
March 29th and 30th 2011**

**ENJOY REAL  
BUSINESS  
BENEFITS  
WITH RFID!**



**RACE networkRFID**  
(An EU Thematic Network Programme) presents...

**RFID**  
*in EUROPE*  
Raising Awareness and Competitiveness



Main conference programme (page 1)



RACE networkRFID is the European Commission's flagship project for raising awareness of the benefits of Radio Frequency Identification technologies across Europe.

It is a not-for-profit independent project and this means it can offer potential users **INDEPENDENT** expert advice.

[www.race-networkrfid.org](http://www.race-networkrfid.org)

"RFID in Europe" is a first step towards demonstrating this expertise and how we can promote best practices, present successful case studies, reports, guidelines and services to help businesses **LARGE** or **SMALL** to enjoy the **REAL** Business Benefits that RFID can offer.

"RFID in Europe" will tell you and show you the **BENEFITS AND THE PROBLEMS** of RFID. It will show you where it can be used **COST EFFECTIVELY** and where it might be better to choose another technology.

We will have **USERS** telling us of their **SUCCESS** and **FAILURES**. We will have users telling us of the **FINANCIAL GAINS**, the **IMPROVED EFFICIENCIES**, **PRODUCTIVITY & PROFITABILITY**

"RFID in Europe" is the best value-for-money event you will find anywhere in Europe. Why? Because we are not-for-profit. We are there to create awareness, offer help and education.

**OUTLINE PROGRAMME**

**DAY 1 – The Promise of RFID**

*Tuesday 29th March 14.00hrs  
Crowne Plaza Hotel, Prague*

**Session 1 – The basics**

14.00	<b>Separating Hype from Reality</b> <i>The Identification Legacy and the Role of RFID Technologies</i>	Tony Furness, AIDC Global, UK
14.20	<b>Are You Ready for RFID? The 5minute Diagnostic</b>	Ian Smith, AIMUK
14.40	<b>The Importance of Standards and Regulations</b>	Patrick Guillemin, ETSI, France
15.00	<b>Privacy and Security RFID Recommendation Common European Sign and Privacy Impact Assessment</b>	Trevor Peirce, AVANTA Global, Belgium Emilie Danel, GS1 Europe, Belgium

Coffee

**Session 2 – RFID Applications "Tracking & Traceability"**

15.40	<b>RFID for tracking biosamples and blood products</b>	Andrew McGrane, Universal Trace Pat Doody, CIDS, Ireland
15.55	<b>The PigTracker Project</b>	Dr. Niels Peter Baadsgaard, Danish Agriculture & Food Council, Denmark
16.10	<b>Tracking medical devices using RFID within a hospital</b> <i>From store to operating system, Ireland.</i>	
16.25	<b>Meat-tracking with RFID Fast ROI for the farmer</b>	Henrik Österlund, Hencol, Sweden

**Session 3 – RFID Applications & Demonstrations**

16.40	<b>Knowledge in your pocket (RFID on any mobile phone)</b>	Niklas Hild, ROI4U
16.55	<b>NFC in reality (Finland)</b>	Mikko Haikonen, Nokia
17.10	<b>Ask the Experts</b> (Panel chair: Katerina Pramatarí, ELTRUN AUEB, Greece)	

RFID – The Future

RFID – The Future

## DAY 2 – The Promise for Europe

*Wednesday 30th March 09.00h to 16.30hrs*  
*Crowne Plaza Hotel, Prague*

### Session 1 – RFID in Europe

09.00	<b>RACE Network RFID: Providing a focus for Europe</b> <i>EU &amp; Governmental efforts to implement RFID in Europe</i>	Ilan Smith, AIMUK
09.20	<b>Trends and Investment Opportunities for RFID in Europe</b> <i>European Survey Results</i>	Katerina Pramatar, ELTRUN AUEB, Greece

### Session 2 – RFID Applications & Demonstrations “Inventory Management, Warehousing & Logistics”

09.40	<b>Beat your competitors through RFID-based VMI</b> <b>consignment stock and loan kit applications (Belgium)</b>	Trevor Peirce, AVANTA Global
09.55	<b>Empowering Distribution Center operations</b> <b>with RFID (Greece)</b>	Angeliki Karagiannaki, SMART-RFID
10.10	<b>ROI by logistic solutions (Sweden)</b>	Lucas Åstrom, Retorium
10.25	<b>RTI tracking between different warehouses</b> <b>in Europe (Schweinfurt in Germany and Steyr in Austria)</b>	Alexander Hille, Fraunhofer IML
10.40	<i>Czech Republic Speaker</i>	
10.55	Coffee	

### Session 3 – RFID Applications & Demonstrations “RFID in various Sectors”

11.25	<b>How to increase profit when selling clothes (Finland)</b>	Risto Rosendahl, NPCollection
11.40	<b>RFID in Rail (Sweden)</b>	Lennart Andersson, Swedish Transport Administration
11.55	<b>RFID in the Paper Industry</b>	Mr Frank Meyer-Niefhoff, General Manager, Felix Schoeller Supply Chain Technologies GmbH & Co. KG
12.10	<b>Logistics in Hospital (Norway)</b>	Vidar Kualheim, TEXI
12.30	Lunch	

### Session 4 – Viewing the Opportunities

13.45	<b>RFID Return On Investment for SME's</b>	John Soldatos, Athens Information Technology
14.00	<i>From Farm to Fork</i>	
14.15	<i>RFID in Hungarian Libraries</i>	
14.30	<b>Is this the appropriate time to invest</b> <b>in RFID technology? What is the ROI?</b>	David Myers, AIDC Solutions
14.50	<b>A Business Assist programme to help</b> <b>businesses get started in RFID</b>	Ilan Smith, AIM UK
15.15	<b>Ask the Experts</b> (Chair: Pat Doody, CIDS, Ireland)	Final Question and Answer session

### Registration Fee - Great value for money!

The registration fee for this two day event is €225.  
 The fee includes three coffee breaks, Czech Folkloric evening with dinner on Tuesday, Lunch on Wednesday, and copies of the presentations.  
 Special Bed and Breakfast rate is available in the Crowne Plaza at €93.

CLICK HERE to register

# SPONSORS

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Main conference programme (page 4)

## AN INVITATION

### JOIN US IN PRAGUE AT A SPECIAL GOVERNMENT SEMINAR ON RFID and the INTERNET of THINGS.

See solutions that are available *TODAY*. Network with EU champions and industry specialists who are there to help *YOU*.

Crowne Plaza Hotel, Prague, Czech Republic, March 31st

### A message from *The Commissioner*



The RACE Thematic Network on RFID and the Czech Republic are organising this timely event

*"RFID in Europe - The Future"*

Government workshop and exhibition in Prague on March 31st. It will be focusing on SMEs and how EU governments intend to implement the RFID Recommendation.

I expect that this event will assist governments to understand the implications of various EU RFID policy actions, and support them in defining their own policies.

RFID, the Internet of Things and related technologies will help shape our future. Strategic governments will manage to invest in the deployment of these technologies, whilst we collectively need to reflect on the ethical and other societal concerns that are implied, as well as the values that the Internet of Things should enshrine.

Recently, industry with support of the Commission developed a "privacy impact assessment framework", which is a significant step in addressing some of the concerns with personal information and the use of RFID.

The RACE networkRFID and European Standardisation Organisations are currently working hard together to design a common European RFID sign that should become a European standard within one year. Moreover, 50 million Euro have already been invested in Internet of Things research and development, and the first results of this collaborative effort will become visible before the end of this year. I am also looking forward to the results of the IoT Expert Group, which kicked off last year and will be exploring privacy, standards, security, governance and other critically important issues for society and the economy.

For me, there is no doubt that 2011 is the defining year for RFID and the Internet of Things in Europe. This event will provide an important contribution!

Neelie Kroes  
European Commissioner for Digital Agenda  
and Vice-President of the European Commission.



**RFID**  
*in EUROPE*  
Raising Awareness and Competitiveness

AN EU SPONSORED THEMATIC NETWORK

Helping SMEs in  
all Member States  
become more . . .

**EFFICIENT  
PRODUCTIVE  
PROFITABLE**

[www.race-networkrfid.org](http://www.race-networkrfid.org)

## **RACE networkRFID is a European Union project which has been established to position the EU as a world leader in RFID technology.**

The EU recognise that RFID will increasingly influence the way people work and live and will bring great business opportunities and social benefits. It is therefore essential that Member States should play a leading role in shaping future developments.

The vision of RACE networkRFID is to provide a network of excellence that creates opportunities and increases the competitiveness in the area of RFID thought leadership, development and implementation.

RACE has set-up a Government Liaison group which offers independent and non commercial advice to National, Regional and Local Government. RACE has more than 200 RFID organisations within its membership. They are in virtually every single Member State. They are experts on RFID. They speak your language and they have simple diagnostics and other tools to help your Government department understand the benefits.

Member States need to be kept updated with policy issues that will impact on their stakeholders. RACE is the EU's only specialist RFID project with such a brief.



### **UK Government - RFID Vision**

The UK Government views RFID as an excellent tool for raising productivity and promoting sustainable growth in the economy. As the Government's principal action in rebalancing the UK economy entails addressing fiscal deficit, the business benefits of the use of RFID are seen as important to addressing tough economic challenges particularly in the retail sector. Consequently, the UK Government is keen to improve and encourage the take-up of RFID technology. It wishes to work closely with the European Commission in addressing barriers to take up such as privacy and security matters

### **GOVERNMENT LIAISON**

We have set up a special Government Liaison group. We will meet twice a year. RACE will offer a workshop looking not only at RFID but also introducing you to the exciting developments in the Internet of Things and the emerging SMART communities. It is an opportunity you cannot afford to miss.

Our first meeting will be in Prague on Thursday March 31st. The EU will be there to meet you and to demonstrate their support. The RACE experts will be there to show you solutions that could make your infrastructure more efficient – and could help your businesses become more profitable.

If you let us have the email addresses of people in your various departments who need to be kept informed early on forthcoming EU policy proposals we will make sure they get our regular "Government" information sheet.

### **NATIONAL WORKING GROUPS**

Our Government Liaison committee will share ideas. For example in both Britain and France there are special government organised RFID working groups. They will be happy to work with us in helping you set up your own. Or perhaps you have one that is doing great things. We would like to hear about it.

We are hoping national governments will, with our help, will develop National RFID workshops. We hope some will work with us to create national centres for RFID and the Internet of Things.

**We are a phone call or an email away – and better still you can meet us in person in Prague where the initiative is formally launched. Send us your contact details and we will make sure they get a formal invitation.**

Email the Government Liaison co-ordinator: [ian@aimuk.org](mailto:ian@aimuk.org)



# RFID in EUROPE

## Helping Central and Local Government Understand EU Policy Issues for RFID

From the publication of the 2009 European Commission's recommendation on Data Protection and Privacy for RFID applications, RFID in Europe (RACE networkRFID) has supported the European Commission in addressing the necessary gaps to fulfil the policy objectives, particularly in relation to the Privacy Impact Assessment (PIA) Framework and common European sign. Members of the RFID in Europe Working Groups have contributed to addressing topics essential to implementation.

### French Government - RFID Vision

Aware of both the challenges of RFID and the huge opportunities for Users, technology Providers and for the Economy as a whole, the French Government has been promoting the technical progresses in and the adoption of this technology for several years, e.g. by sponsoring R&D as well as "close to market" projects or by settling the French National RFID Centre, a neutral and independent entity devoted to the french RFID Community in cooperation with regional partners.

Carefully following standardisation developments on RFID, it also organizes or supports various dedicated events : the second edition of the national "Assises de la RFID" will be organized in Paris (Ministry of Industry and Digital Economy) on May, 31st.

France wishes to maintain a close cooperation on RFID matters with the European Commission as well as Stakeholders all over Europe.

### THE COMMON EUROPEAN SIGN

A common European sign is required by all European RFID operators with the purpose of public notification in supporting their applications and has additionally specific requirements for RFID tagged retail products.

### THE PRIVACY IMPACT ASSESSMENT FRAMEWORK

The Privacy Impact Assessment Framework will help all European RFID operators, identifying whether their application is compliant with the European Data Protection principles.

visit us at  
[www.race-networkrfid.org](http://www.race-networkrfid.org)

## YOUR INVITATION

**RFID AND THE INTERNET OF THINGS**  
Special One Day Conference and Exhibits for  
Member States National and Local Government  
Crowne Plaza Hotel, Prague, March 31st

Join us and see and hear how your business community can benefit  
from today's RFID technologies and tomorrow's Internet of Things.

NOTE: NO REGISTRATION FEE FOR GOVERNMENT REPRESENTATIVES