RFID JOURNAL LIVE! EUROPE

7 NOV. 2018

WITH TRAINING ON 6 NOV.

ETC. VENUES COUNTY HALL • LONDON, ENGLAND

COMPANIES ARE USING RFID TECHNOLOGY TO ADDRESS REAL BUSINESS CHALLENGES

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LEARN BEST PRACTICES FOR SUCCESSFUL DEPLOYMENTS

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about the event

RFID technologies are now being deployed at large, midsize and small companies to improve efficiencies, enhance visibility, reduce shrinkage and achieve other significant business benefits. This one-day event is designed to help companies considering using RFID technologies to address real business challenges, determine the best RFID technology for their needs, learn best practices from early adopters, find the right technology partners and move forward with deployment.

The conference will open with three general sessions, and will then divide into two tracks. The Retail Track will include case studies by retailers currently benefiting from the use of RFID. The Main Track will cover a wide variety of applications relevant to companies in manufacturing, logistics and other industries. Among the topics speakers will cover are:

- **Tracking work-in-progress**
- **How IoT technologies create business value**
- **Enhancing supply chain visibility with RFID**
- **Improving efficiency with RFID**
- **And much more**

There will be several breaks in the conference program during which attendees can network and visit the exhibit area. Exhibitors participating in the event will likely be displaying the following types of RFID technologies:

- **Passive ultrahigh-frequency (UHF)**
- **Passive high-frequency (HF)**
- **Passive low-frequency (LF)**
- **Ultra-wideband (UWB)**
- **802.11x**
- **Active UHF**
- **ZigBee**
- **Hybrid tags**
- **And others**

HEAR WHAT ATTENDEES SAY ABOUT RFID JOURNAL EVENTS:

"Epic event. RFID Journal LIVE! Europe was the perfect mix between conference topics and exhibitors. It inspired me to go back to my company and challenge the leadership team on its outlook on RFID."
—Lyle Montgomery, Bombardier

"This is my third RFID Journal event. My favorite part is the conference seminars, where you really get to understand how RFID is used for value rather than just talk about the tags."
—Floris Kleijn, CHEP

FAST-TRACK RFID INSTITUTE CERTIFIED ASSOCIATE TRAINING

This advanced, one-day fast-track course, featuring the latest equipment and relevant RFID deployment scenarios, provides a solid foundation to design, install, configure, monitor and troubleshoot an RFID deployment and prepare participants for the RFID Institute Certified Associate exam. Each participant will receive a voucher to take the exam online after the event. Those who pass will receive a certificate from the RFID Professional Institute.

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GENERAL SESSIONS | 7 NOV.

8:15 Coffee in Exhibit Hall

8:45 Opening Remarks
Speaker: Mark Roberti, Founder and Editor, RFID Journal

9:00 Keynote: RFID Drives Innovation at Mercedes
Mercedes-Benz, a world renown brand and a division of Daimler AG, is using RFID technology as an integral part of their supply chain. Learn how the firm is currently using RFID across various product lines and how the technology is improving operations. Gain insight into their plans for future use of the technology.
Speaker: Markus Pfender, Manager, Intralogistics, Daimler AG

9:40 Introducing the New ECO RFID Tag Technology-Scalable, Unique and Sustainable
Stora Enso Intelligent Packaging introduces a revolutionary ECO RFID tag technology. This technology and the tags have exceptional environmental opportunity to accelerate the growth of RFID solution utilizations and turn the mindset how RFID has been seen in different businesses. The roadmap for this technology will create opportunities in the retail space—with consumer packages goods (CPG), industrial manufacturing and future opportunities in all kind of packaging and product traceability-related solutions. Technology is using the standardized silicon technology to meet the high requirements of reliability, data connectivity and communication between different systems. The technology has been developed for several years and is now available, and we are engaged with several different end users.
Speaker: Dr. Juha Maijala, Director, Intelligent Packaging, Stora Enso

10:20 Innovating to Better Serve Customer Needs: RFID Takes Flight at Heathrow Airport
Heathrow Airport, one of the world's busiest airports, handles 78 million passengers annually, along with a massive volume of luggage. Passengers often need trolleys to move their bags around the facility. Last year, Heathrow's innovation team began exploring ways to ensure there would always be a trolley available when a passenger needed one. Learn how the team worked with the airport's trolley operations team to design and test an RFID system with that goal in mind. Find out the results of the pilot, as well as how the innovation team is developing an airport-wide solution, and discover best practices for deploying RFID projects that serve customers' needs.
Speaker: Ben Wagenaar, Innovation Technologist, Heathrow Airport

11:00 Networking Break in Exhibit Hall

MAIN TRACK | 7 NOV.

11:30 Best Practices for Tracking Assets with RFID
St. James's Hospital (SJH), a 60-acre medical campus with 1,085 beds and more than 4,500 employees, located in Dublin, Ireland, is using GS1 EPC RFID technology to track the location and identification of people and assets on their journey through the hospital. The presenter will share how they decided on an RFID solution and the results of their trial project. Learn how SJH has successfully introduced RFID technology as a means of tracking and tracing all entities throughout the hospital campus, thereby improving patient care and efficiency based on the collected data.
Speaker: Alan Buckley, Operations Manager, St. James's Hospital

12:15 RFID: The Foundation for Digital Transformation
Digital transformation is the process of breaking down the barrier between information technology systems and the real world. Radio frequency identification is the foundation for this transformation because it provides accurate, near-real-time data about the identity, location and movement of physical objects—containers, raw materials, parts, finished inventory, tools and so on—in a cost-effective manner. This information can be combined with sensor data and other information streams to enable data analytics, and it can be used to provide the input artificial intelligence systems need. Learn how RFID, video, sensors, data analytics and AI can be fused together to enable a true digital transformation—and a competitive advantage.
Speaker: Mark Roberti, Founder and Editor, RFID Journal

13:15 Lunch Break in Exhibit Hall

14:15 IATA Mandates RFID-Based Baggage Tracking
The International Air Transport Association (IATA) has developed global standards for the use of radio frequency identification tags to track the position of baggage in real time. BY 2020, IATA members will be required to identify every bag as it passes through points of transfer or routing, undergoes security screening and is loaded onto an airplane, as well as when it is unloaded and received by the customer. Learn how the technology is expected to decrease lost-luggage incidents, save airlines money and improve the customer experience.
Speaker: Andrew Price, Head, Global Baggage Operations, International Air Transport Association (IATA)

15:00 Weir Oil & Gas Improves Visibility and Functionality via RFID-based Asset-Management System
Weir Oil & Gas, an upstream provider of pressure-pumping and -control equipment and services, has combined RFID technology with its Asset Management Program, bringing greater visibility and functionality to the

way in which service companies manage iron assets from the field. Weir's SPM RFID technology streamlines inspection processes, providing the ability to easily review the current or historical inspection status and other relevant information. Learn how iron equipped with SPM RFID tags can be quickly scanned to efficiently manage inventory, thereby reducing labor and minimizing human error during inspection.
Speaker: LJ Howell, Warranty and Special Projects Manager, Weir Oil & Gas

15:45 Networking Break in Exhibit Hall

16:15 Reynolds Reduces Costs and Yields ROI With RFID
Fresh food distributor Reynolds saved £150,000 in the year following the implementation of a project to embed RFID tags into its delivery crates. The project allowed the firm to track the crates, known as totes, to customers and ask for their return, rather than writing them off or packaging deliveries in disposable plastic or cardboard material. Once the crates are returned, the tags embedded in the crates can be wiped, checked off in the ERP system, cleaned and used again. Learn how the firm tested the system to be sure it worked as expected and how the system reduces the costs of waste disposal for their customers.
Speaker: Richard Calder, IT Director, Reynolds

17:00 Project Zipper Results and the Serialized Supply Chain: What Does Our Shipping Accuracy REALLY Look Like?
Auburn University's RFID Lab has released its first paper on serialized supply chain with Project Zipper. This session will take a deep dive into the different ways in which brands and their retail partners are analyzing and exchanging RFID data. The lab's director, Justin Patton, will discuss traditional bar-code shipping accuracy, the auditing and claims process, and how serialized RFID data is already supporting pedigree and authenticity on millions of items around the world. Learn best practices for hardware setup, methods for data exchange, including blockchain and other technologies, and how the serialized supply chain will pay for the RFID accuracy achieved.
Speaker: Justin Patton, Director, RFID Center, Auburn University

RETAIL TRACK | 7 NOV.

11:30 Resistance is Futile: Embracing the Inevitable Use of RFID in Apparel Retail
The widespread use of RFID in apparel retail now appears inevitable. Consumer demand for a true omnichannel experience has pushed retailers and brand owners to examine their abilities to deliver on an anywhere, anytime promise. In this session, Bill Hardgrave will review the events leading up to the current utilization of RFID and discuss the path forward for those just getting started or in the early stages of adopting RFID. Drawing on several years of experience working with a variety of companies, Dr. Hardgrave will delve into best practices for deploying RFID efficiently and effectively and, conversely, the traps to avoid.
Speaker: Dr. Bill Hardgrave, Provost and Vice President, Auburn University

SOLUTION-PROVIDER SESSIONS

12:15 RFID Reduces Waste in the Food Sector *BY AVERY DENNISON*
Reynolds catering supplier increases sustainability by integrating UHF RFID technology, ultimately reducing waste and enhancing their capability to deliver quality food efficiently.
Speaker: Richard Calder, IT Director, Reynolds

12:30 Why Item-Level RFID is Emerging as a Top Technology Priority for Retailers
In this session,SML's Dean Frew will discuss why so many large and small retailers around the world are adopting item-level RFID and why European retailers are leading this accelerated wave of global adoption.
Speaker: Dean Frew, CTO and SVP, RFID Solutions, SML Group

12:45 The Ultimate RFID Solution Has Arrived: PervasID Launches a Fully Integrated Remote Inventory, Portal and Checkout System
Following the company's recent launch of its patented "world first" 99%+ accurate wide-area passive RFID detection Space Ranger 9200 technology, PervasID has now launched a complete customer solution which includes an anti-theft RFID system using its Gate Ranger 9200 technology and a point-of-sale RFID system (POS Ranger). This allows retailers and other industries to not only see the stock that they have throughout a shop or building at the click of a button in real time, but also to monitor items entering and leaving the building and being checked out. It uses a network of revolutionary new flat ceiling tile antennas which are located discretely at intervals across a shop floor or stock room, and which reduces the required number of antennas by a staggering 75%. Learn how this groundbreaking ceiling tile antenna RFID reader system now achieves 99%+ detection accuracy and responsiveness, in a very cost-effective way, delivering a 12-month ROI.
Speaker: Dr. Sithamparanathan Sabesan, Founder and CEO, PervasID

13:00 Sponsored Session: Checkpoint

13:15 Lunch Break in Exhibit Hall

14:15 Stadium AB Improves Inventory Accuracy With RFID

Stadium AB has successfully carried out an RFID pilot to manage fast rotations of products ranging from kayaks to apparel to shoe laces. Headquartered in Sweden, Stadium AB sells retail sportswear and training clothes, as well as sports-related merchandise and has stores located throughout Europe. For the pilot, the firm tagged products at its distribution center and used sled readers to interrogate the tags as they were applied. The tags were then read upon receipt at the two participating stores, and periodically throughout the days following, during inventory counts. The use of the technology improved inventory accuracy to about 98 percent and provided in-store staff with confidence in what inventory they have onsite. Learn how the improved inventory accuracy allows the company to more easily adopt the omnichannel model of sales online since it can be sure products are where the software indicates they are.
Speaker: Johan Stenström, Supply Chain, Stadium AB

15:00 Adidas Uses RFID for Omnichannel Success

Employing 56,888 people from over 100 countries, adidas produces more than 900 million product units every year and generates sales of € 21.218 billion (all figures relate to 2017). The organization strives to keep its processes simple, lean and fast. Adidas is focused on using RFID technology to track its products from manufacturing facilities to store shelves, thus improving stock accuracy and on-floor availability of merchandise in its stores. Learn how adidas has deployed the technology in different markets and how RFID helped pave the way for their omnichannel strategy.
Speaker: Tsvetan Dimitrov, Director, Business Solutions, RFID, Adidas

15:45 Networking Break in Exhibit Hall

16:15 Using RFID to Prevent Theft and Counterfeiting

Best-selling branded memory supplement Prevagen is using RFID technology to protect their business model, brand integrity and consumers. Quincy Bioscience, the biotechnology company responsible for Prevagen, has implemented a tracking system which can effectively monitor and track their goods. Learn how the firm is successfully using RFID to combat theft, as well as helping it identify and eliminate gray market sales.
Speaker: Dakota Miller, Director of Loss Control Investigations, Quincy Bioscience

17:00 RFID in Retail: European Case Studies

The University of Parma's RFID Lab has been monitoring RFID retail implementations and use cases since 2015. This session will explain how retailers are currently leveraging RFID, either to increase inventory accuracy at the store level or to track replenishments from the back room. Dr. Antonio Rizzi will share who has been adopting and why, and discuss the most robust use cases—as well as the cutting-edge ones ahead of the curve.
Speaker: Antonio Rizzi, Ph.D, Full Professor, Industrial Logistics and Supply Chain Management, University of Parma

17:45 Conference Concludes

*See website for most up-to-date agenda information: **www.rfidjournaleurope.com***



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ATTENDEE REGISTRATION

RFID JOURNAL LIVE! EUROPE CONFERENCE PASS

This pass includes access to:

- All conference sessions on 7 November
- Exhibit area access on 7 November
- All meal and networking functions on 7 November
- Access to all conference presentations and video recordings of presentations on 7 November, after the event
- Complimentary copy of the Report "How to Choose the Right RFID System: A Step-by-Step Guide"
- 1-Year Premium Membership to RFID Journal

REGULAR REGISTRATION	**6 OCT. – 2 NOV. 2018**	**£399 + 20% VAT**
ON-SITE REGISTRATION	AFTER 2 NOV. 2018	£499 + 20% VAT

RFID PROFESSIONAL INSTITUTE CERTIFICATION TRAINING PASS

This pass includes access to:

- Certification Training on 6 November
- All meal functions on 6 November
- Access to the exhibit area on 7 November
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Note: This pass does not include access to the conference presentations on 7 November.

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Please click on the appropriate link above. Payment for online registration can be made by credit card (MasterCard, Visa, American Express and Discover). If you wish to pay by company check or bank wire transfer please email customerservice@rfidjournal.com or call toll free 949/226-5713.

Payments by company check must be received by 26 Oct. 2018. Checks should be made payable to: RFID Journal, LLC. If you have any questions about these payment options, please e-mail: customerservice@rfidjournal.com.

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