



The RFID market place and conference 2010

22 November 2010
 UEAPME premises, Brussels, 4 Rue Jacques de Lalaing

The programme

UEAPME premises will become a “market place” for- SME owners, representatives of SME associations, new technology networks, research institutes and the European Commission. The aim will be to answer to frequently asked questions by small enterprises, such as:

- Is RFID a technology my enterprise will benefit from?
- Will it pay off?
- How long will it take to install the system?
- Will I have to be a software specialist?
- How long will it take to amortise the system?
- Where can I find independent advice?

RFID in practical use 10:30

- Welcome coffee
- Presentation of RFID applications in SMEs
- Video clips showing how RFID technology can be applied in SMEs
- Personal explanation on the functioning of specific applications

Sandwich lunch 12:00

Speakers corner 13:00

- The commercial pay off from investments in RFID technology
- The specific needs of SMEs
- How the European Commission supports the use of RFID

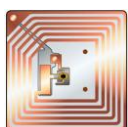
Farewell drink 15:00

RACEnetworkRFID is a European Commission funded project and network.

In collaboration with the projects ASPIRE (Advanced Sensors and lightweight programmable middleware for innovative RFID enterprise applications) and RFID-ROI-SME.

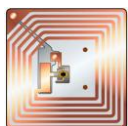
See:

<http://www.race-networkrfid.eu> <http://www.fp7-aspire.eu> <http://www.rfid-sme.eu/>



1) Whatever the challenge is – the solution is probably RFID
 Guided tours for visitor groups with different mother tongues? No problem!

The 13th century monastery of Vyssi Brod in the Czech Republic uses Near Field Communication RFID technology. Visitor groups may be composed of people from all over the world. With RFID technology they get detailed information in their own language. Approaching one of the 15 touch points, the device presents multimedia information regarding the important sights adjacent to that particular touch point. The modern technology builds a striking contrast to the historic setting and it allows a solid source of income for the monks.



2) Whatever the challenge is – the solution is probably RFID
 A gift which is really welcomed by everybody? No Problem!

Desires are different. How to fulfil them with appropriate instruments? The selection of a gift can be very easy with RFID technology. The city marketing company of the Austrian town Wels uses RFID technology to promote shopping in all kinds of shops appendant to a marketing pool. Shopping Vouchers with different values can be collected and honoured in more than 100 shops and restaurants in the town. A secure tool to fulfil the expectations of presentee and a competitive advantage for the participating shops.



3) Whatever the challenge is – the solution is probably RFID
 How to follow the way of 130.000 working garments? No Problem!

Traditionally garments are supplied on hangers. They are bulky, difficult to handle and require expensive storage space. Stocks run low or out, causing disruption to operations. St. Olav's University Hospital in the Norwegian town Trondheim uses RFID technology to solve this problem. The garment logistics management system uses encapsulated pre-programmed multi read tags which are particularly well suited for laundry operations. The system allows substantial overall cost savings to the hospital in terms of both, space savings and operational savings.