



## May 5, 2005

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RfSCL (Radio Frequency Supply Chain Lab) is pleased to present a one-day short-course on RFID May 5, 2005. This academic symposium will provide the attendees an opportunity to learn the basics and the potential of RFID in various research applications. Attendees will get to learn about a variety of RFID research applications that can be evaluated in an academic lab setting.

### Registration Information

Due to limited space, we have limited seats available for the workshop. Interested parties must submit an application, which will be approved by a first come first serve basis. Print a registration application [here](#), or e-mail [lstraatmann2@unl.edu](mailto:lstraatmann2@unl.edu). For more information, please visit the [next page](#) or send an e-mail to [ejones2@unl.edu](mailto:ejones2@unl.edu)

### TOPICS

<b>RFID History and Key Concepts:</b>	Introduction of RFID and its evolution, fundamentals of RFID and key components of an RFID system
<b>RFID Standards:</b>	Overview of key ISO and EPCglobal standards, issues they solve and implications for RFID deployment
<b>RFID Deployment:</b>	Strategic considerations for an RFID project, cost-benefit analysis, assessment of physical environment, selecting the right pilot and metrics, component selection, factors affecting scope and implementation of an RFID project, vendor selection
<b>Data Integration:</b>	Overview of the type of data generated, role of RFID middleware, EPC Information Services (EPC IS)
<b>Tour of RFID Lab (RfSCL):</b>	RFID Demonstrations and testing environment overview
<b>RFID Drivers and Barriers:</b>	Overview and implications of Wal-Mart and US Department of Defense mandates, security issues surrounding RFID, technology evolution and trends

### WHO SHOULD ATTEND

Anyone who wants to understand more about RFID and a structured process to deploy it in an organization should attend. People who want to simply get an overall understanding of RFID will get a comprehensive view of the technology and business landscape. Enterprise decision makers responsible for RFID deployment will find the discussion around deployment, standards, data integration and vendors quite useful.

### ABOUT THE SPEAKERS

**Manish Bhuptani** is President and co-founder of Cleritec Systems. Prior to Cleritec he was director of market development at Sun Microsystems where he grew Sun's market presence in emerging and established markets such as Security, Wireless, Telco and Broadband. He has also worked as a management consultant at A.T. Kearney where he advised Fortune 500 companies on business strategy, and as a software engineer at IBM. He holds an MBA from University of California, Berkeley, MS in Computer Engineering from Purdue University and BE in Electrical Engineering from The Cooper Union. He is a co-author of the book "RFID Field Guide: Deploying Radio Frequency Identification Systems" and a frequent contributor to various publications.

**Dr. Erick C. Jones** is the Director of the RFID and Supply Chain Logistics Lab and an assistant professor at the University of Nebraska. It is a future NSF Industry/University Cooperative, in which industry and academia work together on applied research and projects. His industry experience as an engineer, and Big 5 consultant along with working in academia allows him to provide insight on how this emerging technology will impact the future.



## May 5, 2005

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UNIVERSITY OF  
**Nebraska**  
Lincoln

### Overview

Radio Frequency Identification (RFID) is fast becoming one of the most important technologies in the world today. Real or near-real time tracking of "RFID enabled" objects has applications in all walks of life – from finding missing children to tracking products more efficiently business supply chains to identifying cattle that may be diseased. Retailers such as Wal-Mart, Target and Metro and government entities such as the U.S. Department of Defense have been pushing their suppliers to broadly adopt RFID. Investment in this technology has been picking up. Amid all this enthusiasm surrounding RFID, decision makers from corporate and non-corporate world alike are facing some key questions – what exactly is RFID, how much is fact and how much is fiction, what is the ROI on RFID investments and is the technology ready for mainstream deployment. This shortcourse, RFID Basics, addresses these questions.

### Academic Setting

This symposium will be conducted in a major research university that hosts a dedicated laboratory for RFID, which houses test equipment and technology. This symposium is supported solely through the university rather than through vendors, making this a unique opportunity to investigate RFID technology without marketing pressures from various sponsors. This symposium will allow an open forum for the discussion of the state of this technology.

### Location & Lodging

#### LOCATION

University of Nebraska City Union - Auditorium  
14th & R Streets  
Lincoln, NE 68588

\*Lunch provided on site

#### LODGING

The Embassy Suites Hotel  
1040 P Street  
Lincoln, NE 68508  
RESERVATIONS: 402-474-1111  
Make sure to indicate you are with the RFID Conference  
[Online information available by clicking here.](#)

OR

The Cornhusker Hotel  
333 South 13th Street  
Lincoln, NE 68508  
RESERVATIONS: 402-474-7474  
Make sure to indicate you are with the RFID Conference  
[Online information available by clicking here.](#)

### Schedule

#### Wednesday, May 4th

Reception (cash bar) - Cornhusker Hotel

#### Thursday, May 5th

8:30 am	Introductory Remarks
8:45	Sleepless Nights
9:00	RFID History & Components
10:15	Break
10:30	Defining the Scope of an RFID Project
11:15	Component Considerations and Selection
12:00 pm	Lunch Break
1:00	Mandates EPC, and ISO
2:15	Assessing the Physical Environment, Data Capture and Integration
2:45	Vendor & Organizational Considerations, Implementation Checklist

- 3:15 Applied Research Opportunities and Projects
- 4:15 Q&A and Closing Remarks
- 4:30 RfSCL Lab Open House
- 7:00 Evening Social (Cash Bar) - Embassy Suites

**Friday May 6th**

CEO/Executive Breakfast (*\$49 by invitation only*)

- 7:00am Introduction
- 7:15 Future Mandates
- 7:30 Strategic Considerations & Scope for RFID
- 7:45 Roll-out Costs and Payback Best Practices
- 8:00 Break
- 8:15 Current Implementation Costs
- 8:30 Panel Discussion
- 8:45 End

**[Register Now](#)**

# RFID Education Symposium Registration

May 5, 2005

Lincoln, Nebraska

## Registration Information

Early Registration received before April 21, 2005: \$349

Registration received after April 21, 2005: \$399

Registration fees include textbook.

Fill out this form and mail or fax it with your credit card payment to:

Lori Straatmann  
175 Nebraska Hall  
Lincoln, NE 68588-0518  
Phone: 402-472-3495  
Fax: 402-472-1384

If sending a check, please make payable to:  
UNL

## Registration Form

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<input type="checkbox"/> I am paying by check.		<input type="checkbox"/> I am paying by credit card.	
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		Exp. Date	