



EPCglobal: The Standard for Business

RFID and Related Technologies Forum

Bern, Switzerland

6 December 2006

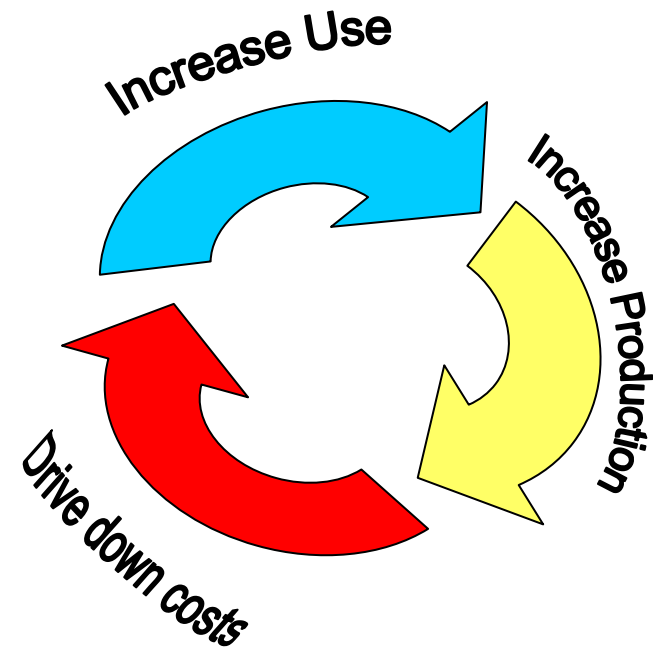


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EPCglobal Goal

What IS EPCglobal?

- Developing business based standards and building user base for RFID
- Goal:
 - Increase acceptance,
 - increase use, which
 - increases number of tags produced, which
 - drives costs





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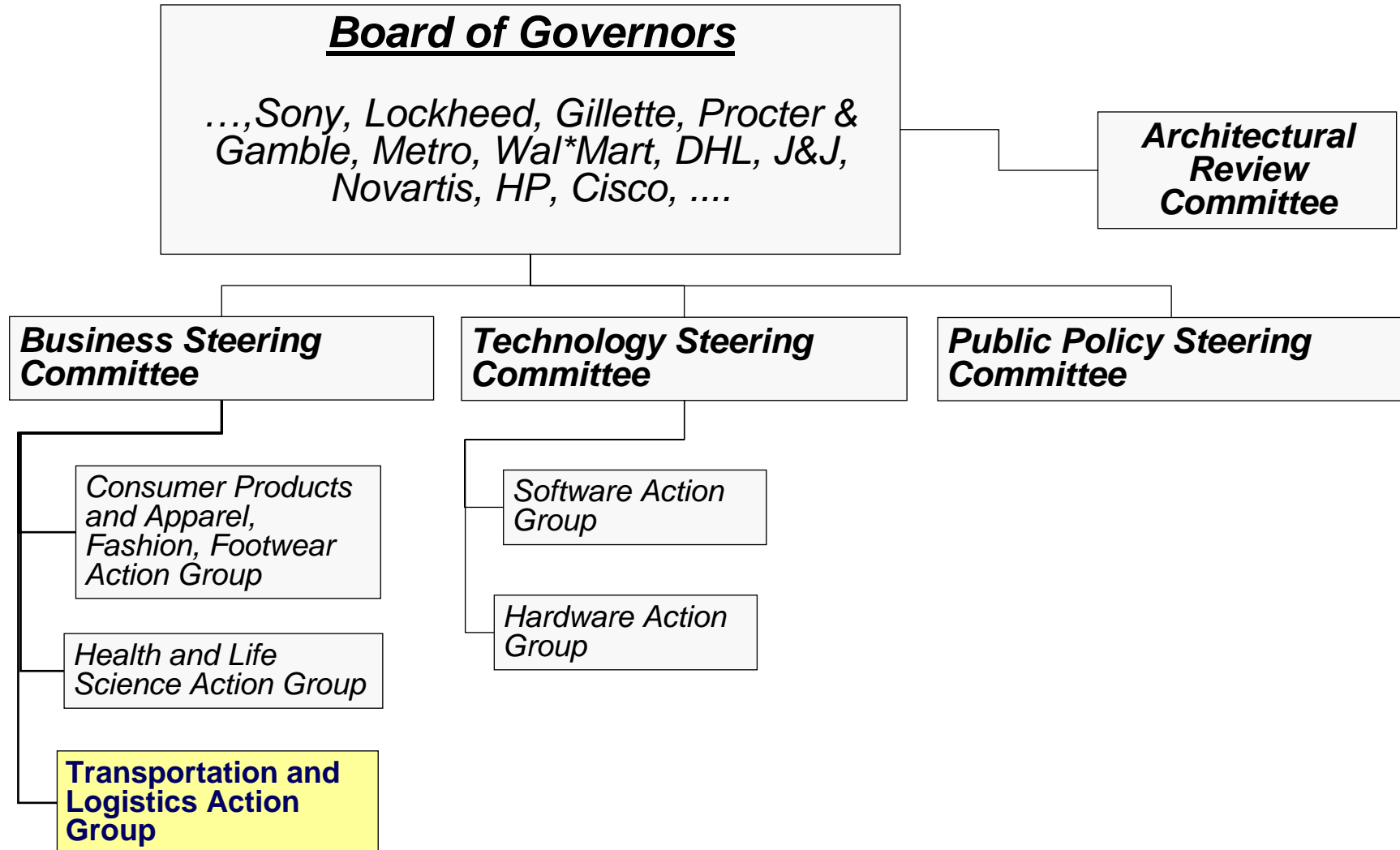
EPCglobal “Mission”

- Part of GS1 family
 - UCC/EAN now called GS1
- EPCglobal mission:
 - Promote global standards for RFID-based identification, across industries
 - Accurate, interoperable, and cost effective visibility
 - “Electronic Product Code” : Corollary to UPC
 - Famous for “cheap” passive UHF tags/readers
 - Working on other technologies



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EPC "Structure"





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Transportation Logistics Services Working groups

- **Transportation**
 - Develop spec to improve visibility, performance, security, quality, and communications
- **4 Walls – “activities within building”**
 - Requirements for managing assets and material during storage, transfer, and value added services
- **Import/Export**
 - Streamline customs procedures
- **Integration**
 - Continuity of data throughout the process at each level



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Active Parties

- Groups lead by and representation by serious companies:
 - Tesco, Kraft, Gillette, Impinj, Symbol, Lockheed, OATsystems, Thingmagic, Wal*Mart, Target, Sainbury, Royal Ahold, Kimberly Clark, CVS, DHL, FedEx, Maersk, APL, NYK, ...
 - Active pilots tracking apparel shipments between China and Japan
- Serious commitments, by serious vendors, for serious products = stabilizing requirements



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Future Action Groups

- More action groups being formed
 - Aerospace/Defense
 - Automotive
 - Computer/Consumer/Industrial Electronics
 - Chemical
 - Food and beverage
- Postal action group discussed...



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Trends

- Momentum is building
 - Major firms find value beyond “slap & ship”
- Market is building
 - Number, scale of deployments increasing
- Capacity building
 - Tag/reader costs dropping
 - Tag/reader capabilities increasing
- EPCglobal extensive reach is driving progress





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Conclusion

- EPCglobal has legacy roots in standards
- EPCglobal is reaching “right” members
- EPCglobal setting de facto RFID standard
- Potential for posts to leverage EPCglobal standards for maximum benefits for customers and posts
- <http://www.epcglobalinc.org/home>

