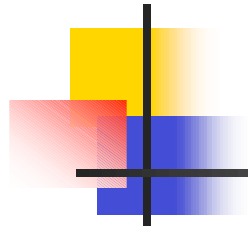


Wireless Communication Alliance

RFID Special Interest Group

19 June 2007



WCA RFID Special Interest Group

Wireless Communications Alliance

<http://www.wca.org>

RFID Special Interest Group

<http://www.wca.org/sig/rfid>



08 March 2005

RFID: The Three-Ring Circus

- Venture Capital Investment
- RFID Technology
- Developing Business Opportunities



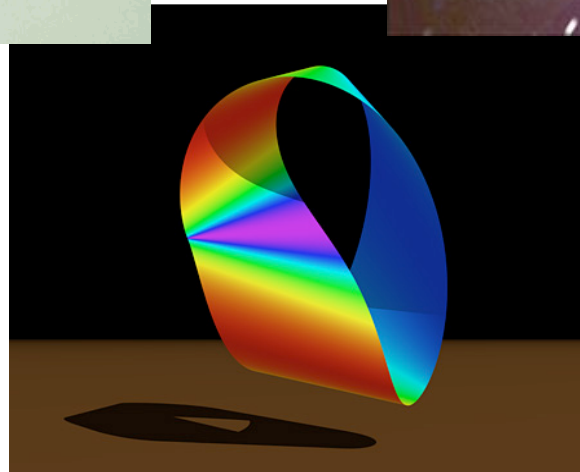
15 August 2006

Real-World RFID

- * Judi Henderson-Townsend, Mannequin Madness
- * Greg Brown, The Tech Museum of Innovation
- * Chris Peterson, Port of Oakland
- * Stefan van der Bijl, Agriculture
- * Rob Zajac, Data Center Management



2006: Three Themes



2007: Additional theme ...



>



>

Consumer
Packaged
Goods



19 June 2007

If



, Who?



Who ... !!!

- * Tim Short, InSync Software
Senior Director, Sales and Business Development
- * Richard Swan, Ph.D, T3Ci
CTO and Co-Founder
- * Karen Saunders, Santa Clara Central Park Library
Head Librarian
- * Mike Gaskill, Venture Research Inc
Director, Hardware Systems Sales



Who Else ... !!!

- * Identification and Access Control (ePassport)
- * US DoD
- * Pharmaceuticals (ePedigree)
- * Hospitality, Beverage Tracking
- * Cold Chain, Food Management
- * Cargo Management
- * Data Center Management