

Wireless Communications Alliance



RFID in the Real-World

Tuesday, 15 August 2006



WCA

RFID Special Interest Group

http://www.wca.org/RFID_info.htm

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08 March 2005

- What we were hoping RFID would be
 - Venture Capital Investment
 - RFID Technology
 - Developing Business Opportunities



15 August 2006

- What real-world RFID is becoming
 - 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

Three Themes





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- High Value
- Closed Loop
- Art and Science



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