



Association for Automatic Identification and Mobility

The Competitive Edge

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The Competitive Edge is AIM North America’s monthly, quick-read e-newsletter. Our purpose, as the title suggests, is to help you maintain your competitive edge and grow your business by putting you in touch with key information. Inside you’ll find highlights on current reseller, integrator, distributor, or manufacturer issues and market trends (a feature titled *Headline AIM*), along with member-specific news and information. As good as *The Competitive Edge* is, we’re open to new ways of making it even better, so your comments and suggestions are welcomed.

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Season Greetings from AIM North America

May this season be the start of a new year filled with prosperity and peace.

Our offices will be closed December 24, 2007 – January 1, 2008.

Missing Out On the Best This Newsletter Has to Offer?

In a crowded market, growth doesn’t just happen. It takes knowledge and connections for your business to reach its full potential. You’ll find both at AIM North America (NA), the premier source of industry support for the AIDC market.

From sales leads to market trends to discounts on training, products, and services, membership in AIM NA delivers access to growth opportunities you won’t find anywhere else.

What’s more, AIM NA offers membership levels tailored to you. So whether your business is large or small, there’s room to grow with AIM NA.

AIM North America – [Be in the know.](#)

Six Simple Steps for Turning Your Company into a Heavily Quoted Source

PR Newswire

Ever wonder why your competitors keep cropping up in coverage - whether it be national dailies, on big-time TV broadcasts or even in local business magazines - while your company's relegated to the back of the trades?

AIM NA Members: [Login](#) to learn how you can take advantage of this unique opportunity.

AIM North America members can learn how to send a press release from the experts at PR Newswire. **Receive FREE membership and other benefits valued at \$1,400!** Visit <http://toolkit.prnewswire.com/aim/home2.shtml> for complete details.

Make Your Business Remarkable

By Michelle Kabele, Zebra Technologies

When was the last time someone really impressed you with outstanding service? What did they do to exceed your expectations? Was your parts order double-wrapped to ensure against breakage? Was the quality better than you anticipated? Did someone follow up to inquire whether your order was satisfactory?

AIM NA Members: [Login](#) to learn how you can take advantage of this unique opportunity.

Michelle Kabele leads the teams responsible for managing Zebra Technologies' innovative and highly successful channel marketing and product marketing strategies. She currently serves on the AIM NA board of directors and membership committee, and has an MBA from the J.L. Kellogg Graduate School of Management (Evanston, Ill.) and an undergraduate degree from Northwestern University (Evanston, Ill.). For further information, Michelle can be reached at Mkabele@zebra.com.

The tools and products listed in this article are for reference purposes only and should be not taken as an endorsement.



AIM Technology Leadership Summit

WASHINGTON D.C.



April 27-29, 2008

Bonus registration
—the best registration rate we can offer—
for Global and Chapter members only
ends December 15, 2007.

Whether you're a manufacturer, reseller, integrator, software developer, or distributor, the AIM Technology Leadership Summit is the one industry event you won't want to miss.

This one-day executive-level meeting is filled with educational content from all facets of the automatic identification marketplace and exclusive executive networking. The main conference day is surrounded before and after with networking events and association activities that provide additional value for your attendance dollar.

For complete details, visit <http://www.aimglobal.org/events/TLS08/index.htm>.

UID Suppliers Alliance Committee Formed

Item Unique Identification (IUID) is a mandated landmark policy by the Department of Defense (DoD) requiring all assets and property owned by the DoD, including assets in the possession of contractors and legacy items at military installations, to be marked with a unique serialized identification number and then registered with the IUID Registry in accordance with MIL STD 130.

AIM North America (NA) has formed the UID Suppliers Alliance (USA) Committee to provide UID vendors with a forum to discuss issues, and develop and implement projects that will help accelerate UID implementation. AIM Global has worked with its members and AIM NA leadership in launching the new committee.

“The purpose of the UID Supplier Alliance (USA) Committee is to increase access to senior DoD leadership, thereby driving the adoption of UID from the top down. In the process we intend to educate the military and their contractors about the enormous business benefits of implementing UID across the military and throughout enterprises,” stated UID Committee Interim Chairperson, Peter Collins, President, A2B Tracking Solutions.

Participation in the USA Committee requires membership in AIM Global or AIM North America and a minimal additional contribution. An official news release will be distributed later this week. For information about the USA Committee, contact the AIM North America office at +1 724.934.5688 or info@aim-na.org.

New Members

Monode Pryor Traceability, LLC

Join Date: 11/11/2007

MPT manufacturers direct part marking equipment featuring dot peen marking, laser, and electro-chemical etch solutions that produce high quality low stress marking with 2D Data Matrix. [Learn more.](#)



The Danby Group, LLP

Join Date: 11/19/2007

Since 1982 The Danby Group has provided the government and government suppliers with leading edge data collection products and systems. [Learn more.](#)

For a complete list of AIM North America Members, visit <http://www.aim-na.org/memberlist.php> or to join, visit <http://www.aim-na.org/membership.php>.

Recent AIM RFP Postings

- We're working for a Road Administration in a unit called Traffic Technology and are thinking about implementing the RFID-technology in our business.
- Building content asset management system for large California government agency - wireless bar code data collection terminals & asset management software package. Considering migration to RFID for some assets as Phase 2.
- We have recently opened a new branch dealing with retail security and are looking for a supplier.
- I have received an inquiry for animal tagging. 1 Million tags for inserting in the ear of cows, buffalos, sheep and goats. Need injecting equipment and reader as well.
- We are interested in equipment that reads RSS code and/or pharmacode.
- I am self-publishing my book and need a barcode to accompany ISBN for sale purposes.

For complete details and how to respond to these and other recent RFPs, members can [login](#)

AIM News


Bar Codes: The New Marketing and Social Networking Tool. [Learn more.](#)

AIM Global Announces Publication of RFID Data Access Security Guideline. [Learn more.](#)

AIM Global Joins Forces with World's Top RFID Solution Providers to Launch Aggressive RFID Consumer Awareness Campaign. [Learn more.](#)

Have a news item you'd like to share? Submit your news release to [AIM NA](#) and we'll feature it on the AIM NA website as well as in a future issue of *The Competitive Edge*.

Industry Events

 AIM members receive reduced rates at all listed events with the "AIM Member Discount" logo. [Learn more](#)

April 27 – 29

AIM Technology Leadership Summit

<http://www.aimglobal.org/events/TLS08/index.htm>



Washington, DC

Jan 22 – 23

Asset Management Conf & Expo

<http://www.assetexpo.com/>



Atlanta, GA

Jan 29 – 31

Intermec i-comm

www.icomm2008.com

Orlando, FL

Jan 29 – 30

WestPack

<http://www.devicelink.com/expo/wpack08/>

Anaheim, CA

Feb 11 – 13

**Ingram Micro Data Capture/POS Division
Partners Invitational**

<https://www.meetingmakers.com/ingrammicro3720/index.cfm?EventCode=Nv034B>

Austin, TX

Feb 26 – 27

UID & e-Business Forum

<http://www.uidforum.com/>



Alexandria, VA

Feb 26 – 27

DoD RFID Summit

<http://www.dodrfidsummit.com/>



Arlington, VA

Feb 24 – 28

HIMSS Annual Conference & Exposition

<http://www.himssconference.org/?src=hwebcal>

Orlando, FL

Mar 19 – 20

SouthPack

<http://www.devicelink.com/expo/spack2007/>

Charlotte, NC

Apr 16 – 18

RFID Journal Live

<http://www.rfidjournalevents.com/live/>

Las Vegas

Submit your events to [AIM NA](#). Include your contact information, event name, dates, location, and website.

Not a member? For the cost of a mere cup of coffee per day, your company can access information and cutting-edge solutions to grow your business. Resellers, integrators, distributors, and manufacturers are provided marketing tools, resources to generate leads, and educational opportunities with the goal of increasing sales and maximizing profits. Improve your competitive edge with membership in AIM North America. [Learn more](#).

THE FINE PRINT

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