



Year in Review



"Coming together is a beginning; keeping together is progress; working together is success." | Henry Ford, business magnate, innovator & global visionary

As we look back on 2017, the voice of Henry Ford couldn't be more apropos. His words serve as a reminder that the strength of the AIM global community is in its collective efforts to create a better future.

With this issue of **AIM 2017 | Year in Review**, you will see countless examples of how our association and its members are coming, keeping and working together to show that advancing identification matters around the world.

One group currently working together, the Value Proposition Team, has identified several key areas that illustrate the value of AIM membership – Influence, Development, Access and Engagement. It is our hope that all AIM members will discover these and other benefits AIM has to offer.

We applaud the dedication and efforts of every member within the AIM global community who demonstrate progress and success every day!



Chuck Evanhoe
Chuck Evanhoe
Chairman
AIM Board of Directors



Mary Lou Bosco
Mary Lou Bosco
Chief Operating Officer
AIM, Inc.

MEMBERSHIP VALUE

AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. Membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. Member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration and tangible opportunities today that grow their organization's leadership position for tomorrow!

- **Trends** | latest news, webinars, podcasts & executive interviews
- **Networking** | build local, regional, national & international connections
- **Resources** | standards, liaison relationships, whitepapers, case studies, industry news
- **Business Development** | exclusive Request for Proposal (RFP) leads & Buyer's Guide referrals
- **Discounts** | industry events, standards, store products & multi-membership (AIM – Chapters – RAIN – ADC1 TAG)
- **Committees** | leading industry advancement, advocacy & global market development
- **AIM Pavilion** | prime discounted space at key industry shows
- **AIM Summit** | education, industry trends, leadership, networking

“AIM is extremely valuable, providing AIDC professionals with a network, resources for cutting edge technology and industry standardization, business development leads, and the opportunity to come together for meetings and events. I'm glad to be a part of AIM and recommend membership to anyone working in AIDC.”

Natalie Russo | Product Manager
Leuze electronic, Inc.

“In today's 24x7 world with the overflow of information we all face daily, it is more important than ever to stay connected to the “pulse” of the industry. Being involved with AIM gives me the opportunity to see firsthand the issues important to our industry and the activities that are important to its members.”

Michael Koch | Director
RFID Advanced Development
Zebra Technologies

“We have been a member of AIM for more years than I can remember. Its committees directly shaped the AutoID Industry - not only in the U.S., but worldwide. AIM has provided a platform to allow all companies to compete on a level playing field and move the industry forward for the betterment of all.”

Randy Thatcher | President
Tharo Systems, Inc.

AIM Resources

Standards & Publications

- RFID Portals Whitepaper
- Conveyor-Mounted RFID Readers Whitepaper
- IoT Chains of Accountability Whitepaper
- Track & Trace Foundational Document
- DotCode International Symbolology Standard Revision
- Uniform Symbol Descriptions for Worldwide Postal Codes

AIM Webinar Series

- Industry Trends and New Market Developments
- IoT Case Study on the Detroit Build Book Application
- Start-ups in Corporates: Best of Two Worlds
- Track & Trace Meet and Greet
- A New Day for RFID Journal...What it Means to the Industry
- IoT Enabled by Chains of Accountability
- Privacy Impact Assessment for RFID Applications
- AIDC Value in an IoT World

Hear & Know Podcast Series

- The Latest in Food Tracking & Tracing
- Importance of Immunity Test for RFID Readers
- AIM North America Position Papers Overview
- Importance of Standards

AIM News Publications

- AIM Alerts
- AIM Insider
- AIM Matters

Liaison Relationships

- CEN/TC 225 | European Committee for Standardization - AIDC Technologies
- NFC Forum | Near Field Communication development, application & solutions
- MHI MH10 | Unit-Loads and Transport-Packages
- ISO/PC 308 | Standardization in the field of Chain of Custody for products
- ISO/TC 122 | Packaging
- ISO/TC 104 | Freight Containers
- ISO/IEC JTC 1/SC31 | Automatic identification & data capture techniques
- ISO/IEC JTC 1/SC 41 | Internet of Things & related technologies
- ETSI | European Telecommunications Standards Institute

Registration Authority

- ISO/IEC 29160 | RFID Emblem
- ISO/IEC 15459 | Information Technology - Unique Identifiers

“AIM members are committed to influencing the regulatory dialogue around standards and bringing everyone to the table. It has been a gratifying experience to participate with AIM and the Public Policy Work Group as they develop position papers to raise awareness about AIDC technologies and work to encourage government adoption of standards that we know will increase efficiency and save money.”

Elizabeth Board | Vice President Global Public Policy
GS1



“The information and support that I get from AIM and its members throughout the years have helped me manage my AIT projects.”

Kevin Ung, MBA | Associate Technical Fellow



AIM Summit 2017 | Stuttgart, Germany

AIM Summit continues to be the premier event for global leaders in AIDC to discuss trends, share new ideas and use their expertise and influence to advance the automatic identification and data capture industry. This past March, the Summit was held in Germany as a colocation with LogiMAT 2017, drawing representatives from more than a dozen countries from around the world. Featured speakers at AIM Summit 2017 included executives from KUKA AG, Ericsson, Logopak, Bosch, Honeywell and BlueStar, to name just a few. Attendees also heard from winners of AIM's Case Study Competition on their groundbreaking applications of the latest technologies.

AIM Industry Groups

AIM Industry Groups provide members with an insider's perspective and access to information, resources, and key players within the industries associated with **automatic identification and data capture, RFID, the Internet of Things (IoT), and standards.**

Participants can develop meaningful relationships with other AIM members who come from all points of industry and are thought leaders from all over the world. Wherever an individual's interests or expertise lie, AIM members can find a group that is the right fit for them. Each group provides an opportunity to work on specialized projects which can create new paths for innovation or challenge conventional wisdom to enhance and better position the advancement and adoption of automatic identification and data capture technologies on a global basis.

Technical Symbolology Committee (TSC) Sprague Ackley, Honeywell | 2017 Chair

Members of the Technical Symbolology Committee actively work to ensure that complete technical specifications are available to the market.

2017 Highlights

- Nominated the Ultracode International Symbolology Standard and won the Label Industry Award for Innovation (Under 300 employees).
- Continued the update of the DotCode International Symbolology Standard. DotCode is a public domain optical data carrier designed to be reliably readable when printed by high-speed inkjet or laser dot technologies. With this standard, real time data like expiration date, lot number or serial number can be applied to products in a machine-readable form at production line speeds.
- Initiated development of uniform symbol descriptions (USD) for postal codes. The goal of this project is for users to know, in a consistent manner, which products support which postal symbologies and that those products that support the USDs will be interoperable. The TSC released its first USD for this project for public review which is KIX, derived from the Dutch "Klant Index".



RFID Experts Group (REG) Jeanne Duckett, Avery Dennison | 2017 Chair

The RFID Experts Group serves AIM by addressing standards and issues associated with the growth and demand of radio frequency identification (RFID). Along with its principle work product, this committee currently has two working groups; the Material Handling workgroup and the Healthcare Initiative.

2017 Highlights

- Published a whitepaper on Conveyor-Mounted RFID readers. The whitepaper explains how, through practical advice on using RFID technologies, companies can enable enhanced visibility in the supply chain.
- Published a whitepaper on RFID Portals authored by the REG Material Handling workgroup. This whitepaper guides the reader through the thought processes of implementing a portal system by world-class systems integrators who have been involved in hundreds of RFID portal implementations.
- Announced the REG Healthcare Initiative's (HCI) Medical Electrical & System Electromagnetic Immunity Test for the Exposure to RFID Readers became an FDA recognized document.
- Initiated work by the REG HCI on a new standard on active implantable medical device electromagnetic immunity test for exposure to RFID readers.



Track and Trace (T&T) Dan Kimball, DANZZ CONSULTING | 2017 Chair

The Track and Trace Committee is dedicated to develop, educate, promote and assist in the adoption of automatic identification strategies designed to support global compliance of regulations related to product traceability.

2017 Highlights

- Created foundational document on Track and Trace technologies.
- Attended several food and packaging events and discussed the Track and Trace committee to those in attendance.
- Produced a podcast and webinar on recent news in food tracking and tracing.



Internet of Things (IoT) Bill Hoffman, AIAG | 2017 Chair

AIM's IoT Committee provides members with a forum to better understand and help shape the rapidly changing landscape of the interconnected world of products, services and information.

2017 Highlights

- Published IoT whitepaper Chains of Accountability Enables IoT. This whitepaper provides insight into why having accountability (in this case "domains of accountability") in the Internet of Things (IoT) is critical to its success.
- Hosted several online presentations on the topic of IoT security.
- Initiated development of a whitepaper addressing how automatic identification and data capture technologies are the "voice" of the IoT.
- Created a workgroup for IoT Smart Cities. The group will help educate and watch the trends going on with cities becoming smart by using automatic identification and data capture technologies.



RAIN RFID Alliance (RAIN) Steve Halliday | President

RAIN UHF RFID is a wireless technology that connects billions of everyday items to the internet, enabling businesses and consumers to identify, locate, authenticate and engage each item. The RAIN RFID Alliance is a global organization promoting the universal adoption of RAIN technology solutions across many different vertical markets.



2017 Highlights

- Grew Alliance to over 150 members worldwide in 2017, including new organizations such as Kaiser Permanente, FedEx, U.S. DoD, Bekaert and Stora Enso.
- Hosted face-to-face meetings in Europe (Lille, France), Americas (Seattle, Washington) and Asia (Shenzhen, China). Each meeting included an "open" day for interested parties to attend, featuring presentations where end-users discussed how they use RAIN technology to address their needs.
- Addressed multiple projects through RAIN workgroups that included:

Smart Manufacturing	RAIN Technology	Solutions	Retail
Smart Products & Packaging	Internet of Things	Developers	Healthcare
- Promoted RAIN technology and the members at multiple trade shows around the world – RFID, Retail, Healthcare, IoT, etc.
- Provided extensive social media activity using Twitter, LinkedIn and enhanced the RAIN website.

“AIM, along with the standards developed and supported by its Industry Groups, is a vital resource in the AIDC industry, providing a foundation of understanding and interoperability for the marking, reading and verification technologies that are critical to Cognex and its customers.”

Carl Gerst | Senior Vice President
Cognex Corporation

“AIM, with its 45 years in the AIDC community may seem old, but it continues to make history and be part of the future. This is particularly evident in the work of the TSC which brought together experts from around the world to develop uniform symbol descriptions (USD) for postal codes that will satisfy the many requirements in today's global marketplace. AIM industry groups remain pioneers, supporting the foundation of international trade and interoperability and prepared to offer the global economy a better future through their collective efforts.”

Shi Yu | President
Beijing REN JU ZHI Technology

AIM Around the World

AIM Benelux



AIM Benelux has identified two critical objectives for its chapter members:

- to be a knowledge platform for automatic identification and mobile data communication in the Netherlands, Belgium and Luxembourg.
- to provide the market with basic information about the latest developments and applications in the field of autoID and mobile datacommunication, so potential users of autoID systems and equipment are pre-informed well to doing business efficiently with the chapter members of AIM Benelux.

To achieve these objectives, AIM Benelux was very visible and active at numerous industry events during the year 2017.

AIM Benelux attended three industrial/trade events presenting practical cases, informing users through the chapter's external newsletters and were closely involved in the organization and execution of the autoID and WMS tours at the Logistics fair in November 2017. More than 200 attendees were guided by the chapter's Board members to visit the booths of a selected group of exhibitors at the fair and to inform the chapter members about the newest developments in the field of hard- and software technologies and applications.

To inform the members of the association about the activities of the chapter and to give the members the opportunity to better understand the Board's goals and objectives, AIM Benelux hosted two annual meetings. During these meetings, representatives of innovative companies were also invited to inform the member companies about the latest developments in various fields.

AIM China



In 2017, the development and application of automatic identification technology in China has a far-reaching significance to promote the progress of the society and improve the living standard of the people. Rich fruits in return for hard work in the year. AIM China successfully completed the political work that the administration of government will not have the major management relationship of associations. AIM China is going to register directly and "run stand-alone" step by step according to the law. It can better provide service for enterprises and industry. The chairman of AIM China is Mr. Zhang Chenghai, and the acting secretary general is Mr. Tang Cheng.

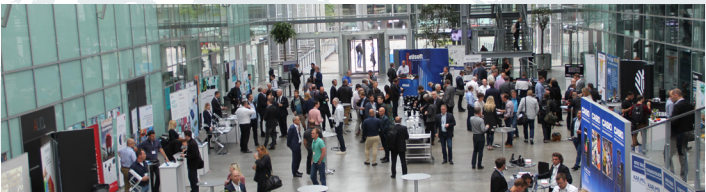
Progress was made promoting the application of automatic identification technology and GS1 unified coding and marking in the shoe industry. It confirms that AIM China will carry out the application of pilot research in the well-known shoe enterprises.

AIM China combines several national institutions with local governments and industry associations to organize the activities Label Connecting Whole China, connecting thousands of counties and over ten thousand of enterprises which held many field promotion training sessions throughout the country successfully. It improves people's awareness and utilization rate of labels such as standardized coding and promotes the overall level of label marking application in Chinese Enterprises.

AIM China promotes the "car special" pilot of auto parts unified identifications. AIM China will carry out the DPM technology project on 2.4T export engine production line in Chongqing Lifan Group belongs to the automobile engine company. It can collect information and make a distinction about the auto parts from production to scrap by Chinese-sensible code and two-dimension code, which enhances the level of information technology.

In September, AIM China organized the standard review group meeting of "automatic identification industry enterprise competitiveness evaluation standard" in Beijing. The review group unanimously adopted the standard examination, and released it on October 14, 2017. The establishment of this standard has important strategic significance to improve the competitiveness of enterprises, promote industrial innovation and healthy development, and serve the implementation of national credit system construction and brand strategy.

AIM Denmark



Throughout 2017, AIM Denmark played a key role in major industry events. In April, the chapter hosted an Internet of Things (IoT) Update Seminar for members and guests.

Once again, AIM Denmark co-organized the annual RFID/IoT Conference in Copenhagen in June 2017, the largest RFID conference in the Nordic countries. More than 160 were in attendance for this event, featuring AIM Denmark's Chairman Keld Ole Nielsen and General Secretary Henrik Granau as speakers.

In October, AIM Denmark co-organized an open seminar on 'Digitalization' at a large Trade Fair in Herning, with more than 140 attending.

Another highlight of the year was again the Serialization of Pharmaceuticals Forum, developed by the chapter. The forum included four meetings led by AIM Denmark members and associates representing pharmaceutical manufacturers, advisors, consultants and technology providers.

AIM Denmark also continued its popular virtual events series in 2017 with three webinars designed specifically for chapter members.

AIM Europe



AIM Europe took a lead within the RFID stakeholder community during 2017 related to the standardization of radio frequency within all European communities.

AIM Europe President Frithjof Walk represented the RFID stakeholder community at a European Commission (EC) sponsored workshop, chaired by Andreas Geiss, DG Connect, European Commission, and supported by Dr. Ruediger Martin, Radio Spectrum Support of DG Connect, on the efficient use of RF Spectrum in the 870-876 MHz and 915-921 MHz frequency ranges to assist the EC in gathering background in preparation for meetings of its radio spectrum committee. Presentations on RFID use cases calling for an establishment of the 915-921 MHz range for RFID in Europe and to achieve global harmonization were made by executives from Decathlon, C&A and Volkswagen. In addition to repre-

sentation by AIM, other contributors included the RAIN RFID Alliance, GS1 France, GS1 Germany, CNRFID and stakeholders from the railway and IoT communities.

In September, AIM Europe partnered with the RAIN RFID Alliance and OPC foundation to present a forum on standardisation from an international perspective as part of RFID tomorrow & Wireless IoT, the international conference and exhibition, organized by the publication RFID im Blick. More than 800 attendees, 80 speakers and 50 exhibitors gathered for this annual event in Düsseldorf from September 27-28.

AIM Germany



AIM Germany co-hosted AIM Summit 2017 in Stuttgart on March 12-13, marking the first time the Summit was held outside the U.S.

The Tracking & Tracing Theatre (T&TT) continues to be AIM Germany's strongest asset. It features a scenario of processes in the areas of logistics, material flow and production and demonstrates to visitors the numerous ways of applications of AutoID systems: Barcode, 2D Code, RFID and NFC - extended by RTLS (Real-time Locating Systems) and industrial sensors. Consequently, the T&TT 2017 reflected the fundamental value of such enabling technologies for the growth of the Internet of Things and the world of Industry 4.0 systems.

New members of the Board of Directors were elected at the end of the AIM Germany Spring Forum, the biannual plenary event, held March 29-31 in Nürtingen.

In 2017, the RFID Shoes Group, comprised of AIM Germany, the ANWR GROUP (shoes and leather goods retailers and wholesalers) and GS1 Germany published the RFID Tagging Guideline. The publication provides global solutions related to the process of industry digitalization, creating efficiency in trade (shops and online) and increases in future production. Its target is to make footwear production fit for Industry 4.0 and the Internet of Things – using AutoID solutions as well as for production and packaging control.

In October, more than 50 AIM Germany members met in Paderborn, Germany for their biannual plenary meeting. This year's event included a networking dinner, presentations by industry experts and AIM Germany's Working Groups, a tour of Heinz Nixdorf MuseumsForum, the world's largest computer museum and a keynote by Dr.-Ing. Hans-Peter Bock, renowned expert on Industry 4.0 Communication & Security, from TRUMPF GmbH, one of the world's biggest providers of machine tools.

AIM Germany relaunched its website in 2017, featuring AIM's new brand identity along with updated user interface options, editorial content enhancements and a more dynamic appearance.

AIM North America



AIM North America took a more aggressive approach to their advocacy and education efforts by establishing a Public Policy Committee. This committee is designed to better support the interests of an expanding stakeholder and end user group looking to promote the effective use of AIDC technologies within the U.S. Government.

In the year 2017, AIM NA released four Public Policy Position Statements on the effective use of AIDC technologies to support government regulations associated with safe and secure inventory management within the defense, pharmaceutical, food and medical device supply chains.

- In these papers AIM North America states its position that AIDC technologies are:
- Well understood across all global supply chains.
 - Low cost, with either existing readers and devices or nominal investment to upgrade, which can quickly serve to address all specific data collection and date use needs.
 - Effective in improving the chain of custody of the supply chain from producer to customer.
 - The first layer in the Internet of Things (IoT); enabling the machine-to-machine communication needed for the IoT.

Several AIM NA members also visited Capitol Hill to discuss important legislations and language. The Public Policy Committee was also engaged in two Congressional Hearings on IoT which focused on cybersecurity and connectivity.

Finally, AIM North America continues to provide educational sessions at various industry events. These sessions focus on the work of the organization as well as promoting the effective use of AIDC technologies and applications across all vertical markets.

AIM Russia



AIM Russia is comprised of 36-member companies and celebrated its 27th anniversary in 2017. Eldar Vagapov of Moscow-based software firm ERFID serves as Chairman.

The year 2017 was very significant for Russia in terms of standardization activities with two major international standardization events held in Vladivostok in October: 81st General Meeting of the International Electrotechnical Commission, and ISO/IEC JTC 1 Plenary Meeting. A meeting of Russian National Technical Committee 355 "Automatic Identification and Data Capture Techniques", where AIM Russia provides Secretariat, was held in Moscow in March. The main task of TC355 is to develop Russian national standards in the AIDC area based on ISO standards.

As of October 2017, two national standards were approved (one on RTLS and the other on ORM), with two more (one on RTLS and one on RFID in libraries) pending approval until the end of the year. Work has also started on preliminary draft national standard on Guidelines for direct part marking (DPM) with fluorescence composition and marking quality control, initiated by an AIM Russia member company and expected to be completed in 2018.

AIM Russia has continued to provide expert support to national projects on the use of AIDC technologies (UHF RFID, DataMatrix) for the identification of various categories of goods (apparel, footwear, pharmaceuticals, etc.) to protect items against counterfeiting, improve inventory control, and optimize business processes in the logistics supply chain.

AIM Russia member companies traditionally promote AIDC products and solutions through user education activities and presentations at user workshops and trade shows.



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Grigory Slusarenko – Executive Secretary



Diamond



Gold





Every day AIM members and partners make unique contributions to the industry and world marketplace that positively impact business and consumers alike. Annually, AIM recognizes those individuals and organizations which not only promote the advancement of automatic identification, but demonstrate significant contributions to enhanced and new technologies.

In 2017, the recipients were honored at AIM events in both Stuttgart, Germany and Phoenix, Arizona. Let’s meet the Class of 2017 winners...



Richard Dilling Award
2017 Recipient | Glenn Spitz
Director of Engineering ID Products
Cognex Corporation

Given in recognition of lifetime achievements which have furthered industry growth through significant applications and new technological developments, this is considered the highest honor given in the AIDC industry. Mr. Spitz is a renowned expert in the field of barcode verification who began his career at Symbol Technologies (Motorola) before founding Webscan in 1995. He is responsible for inventions with nearly 20 U.S. and foreign patents related to barcode reading and/or verification. In late 2016, Cognex Corporation announced the acquisition of Webscan and named him a Director.



Ted Williams Award
2017 Recipient | Shi Yu
Chief Executive Officer
Beijing REN JU ZHI HUI Technology

Presented to an academic in recognition of innovative and exceptional contributions to AIDC that further industry growth. Mr. Shi is a leading researcher and expert in the Han Xin Code, for which he has received international accolades. He has served as Team Leader of the Super Computing Center at Beijing Normal University. In addition to his work with AIM, he provides expertise to several Chinese standardization organizations. As the translator of IERC's IoT strategic roadmap 2009, he has been one of the promoters of IoT applications and projects, especially based on AIDC technologies.



Bert Moore Excellence in Journalism Award
2017 Recipient | Thorsten Aha
Chief Editor
ident

The Moore Award recognizes a member of the media whose work exemplifies the qualities of honest, educational and unbiased reporting in the automatic identification and data capture (AIDC) industry. Mr. Aha, a distinguished international journalist, leads the German-based organization in Europe, considered the top magazine for users of automatic identification and data capture.



Don Percival Award
2017 Recipient | Tesco

The Percival Award honors an individual or organization for outstanding contributions to the application of AIDC technologies in the user community. Tesco is one of the world's largest retailers. Established in 1919, the UK-based Tesco was built around a mission to be the champion for customers. Tesco has deployed RFID in hundreds of stores for accurate inventory management of the Tesco F&F fashion brand — one of the largest and most thorough retail RFID deployments in the world.



AIM Wins 2017 Innovation Award

While AIM is well known in the industry for its awards program, 2017 found AIM on the receiving end of a very prestigious honor.

In September, AIM was selected as the winner of the **2017 Award for Innovation** by the Label Industry Global Awards for its Ultracode International Symbology Standard.

Created in 2004, the Label Industry Global Awards are the industry's highest accolades, celebrating the integrity, innovation and impact of individuals and organizations in three categories -- Lifetime Achievement, Innovation and Sustainability. Selected from a wide field of nominees that was culled to five finalists, AIM was chosen as the Innovation winner for companies with up to 300 employees by a panel of industry experts.

AIM's Award for Innovation was presented in Brussels during a special ceremony at the Gala dinner attended by more than 500 industry peers as part of this year's Labelexpo Europe. Accepting the award on behalf of AIM and its membership was member Dan Bartlett of Cognex Corporation.

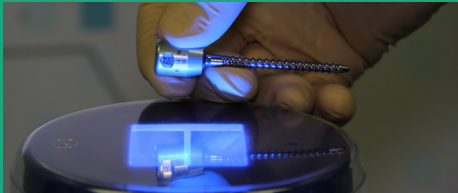
Congratulations to all whose collaboration, dedication and never give up spirit assisted in bringing the Ultracode project to fruition!



Now in its fifth year, AIM's Case Study Competition honors leading organizations within the global AIDC community that are contributing to the faster adoption of new and innovative technologies, as well as to engage international industry collaboration while sharing success stories around applications commercially available in the marketplace today. Meet the Class of 2017 Winners...

AIDC Winner
Matrix IT Medical Tracking Systems
Direct-Part Marked Implants with Tractus™

Challenge | To decrease medical device reports of suspected device-associated deaths, serious injuries and malfunctions, new laws require medical device companies to place permanent Unique Device Identifier (UDI) codes onto hospital sterilized surgical implants, which must be electronically traced through the product's lifecycle. Particularly challenging to track and identify are hospital-sterilized implants, which are removed from their packaging before placement into pre-configured trays to be sterilized. Once separated from their packaging, all unique device identification (UDI) is permanently lost.



Solution | Tractus scanners with a high speed, high resolution camera, are placed into the sterile field of the operating room. The Tractus Scanner reads UDI information that is permanently annealed onto the surfaces of hospital-sterilized implants and identifies the devices implanted anatomical locations. Each implant is identified through FDA databases to verify that no active recall exists. Tractus scanners collect UDI information on all surgery utilization data, tracking both hospital-sterilized direct part marked (DPM) and pre-sterilized packaged implants labeled with GS1 data matrix codes, then transmits all case data to the hospital's electronic health record.

Benefits | Tractus identifies each implant before implantation during an operation, then integrates with hospital electronic health record systems, allowing seamless data transmission to match recalled devices with patients, tighten inventory control, identify product performance, assure accurate billing and benefit patients, medical staff, surgical facilities, insurance payers and government agencies, alike.

IoT Winner
SAIT s.r.l.
Alessandro Gherardi "Tailor-made" NFC



Challenge | Leading international clothier Alessandro Gherardi needed a single solution to enhance the process of its Gherardi Su Misura (tailor-made) customized shirts for both the consumer and retailer to insure authenticity and create a way in which to electronically identify all personalized details of a single shirt to easily re-order.

Solution | During production, a 1TrueID near field communication (NFC) tag is encoded with univocal data related to the customized shirt and applied to the item. Using an Android smartphone/tablet, the retailer can easily identify the shirt's authenticity and enable the functionalities reserved to him. By putting the smartphone near the item's tag, the retailer can read all technical data, including customizations, of the product, encoded in the microchip. Once the customized item is identified, the reseller will be redirected to Gherardi e-commerce website for the next re-order with complete details already in place. When the consumer places his smartphone near the label with the tag, it activates a Gherardi app that provides access to details and marketing information for that specific shirt.

Benefits | Gherardi tailor-made NFC tags create an unprecedented and unique link between production, retail and the consumer with a multitude of positive results. For the Gherardi brand, authenticity is guaranteed, thwarting attempts to counterfeit designer products. For all parties, time and money is saved by eliminating the need to recollect customized details on a given product. Most significant is the personalized experience that engages a consumer and promotes future sales!

RFID Winner
VIDEX
CyberBadge®

Challenge | Independent dump truck drivers and their material loads were only being tracked and paid for using a paper system. These papers could go lost or untracked, and a staff was needed to be hired just to manage. This unmanageable situation resulted in missing shipments, lost material, and increased costs to the contractors as well.

Solution | With CyberBadge's touch screen technology and data capacity, it can hold many programs in the palm of an employee's hand allowing a company to set up for the day's work, depending on the project. CyberBadge scans an RFID tag on the truck and then the barcode on the paper ticket (with an encrypted barcode that cannot be duplicated) stating what materials need to be delivered. When the materials are delivered to a site, the barcode is scanned again as well as the RFID tag on the truck. CyberBadge is then synced with a web server via a Wi-Fi hot spot at each site, allowing data from multiple sites, which are miles apart, to end up in the same database, providing timely and accurate information.



Benefits | CyberBadge enabled companies to go paperless with an easy tracking system. Contractors are now able to receive real time data consistently in the field, decreasing fraud, drastically reducing costs, and saving the public money.



Industry Partners



Media Partners

- AI World
Barcode News
BPN Media
DC Velocity
Edgell Publishing
Encore Media Group
EnsembleIQ
Food Engineering
Food Quality News
ForumGlobal
IDTechEx
Inbound Logistics
Informa
Jameson Publishing
LabelExpo
- Nexus Media
Peerless Media
Pharmaceutical & Medical
Packaging News
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Retail Resellers News
RFID im Blick
RFID Journal
SCAN – The Data Capture Report
VAR Insights Newsletter
Webcom Communications

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Reed Exposition
RW Baird Research
UBN Cannon
VDC Research

Industry Involvement

- Active & Intelligent Packaging
Advanced Manufacturing Expo
AHFE International Conference
AI IoT Expo
AIM China Member Conference
Alien Users Conference
APICS
APSCA
AHRMM Supply Chain Conference
Auto ID & Communications Expo I Japan
Automatic Identification Teacher's Institute
Biometrics & Biostatistics
CNRFID International RFID Conference
Cargo Show Africa
Connect Things
Datalogic Partners' Conference
DCMA Conference
Dental Trade Alliance UDI Conference
DML Expo
DoD Maintenance Symposium
EU Summit France I BlueStar
EU Summit Germany I BlueStar
EU Summit Sweden I BlueStar
EU Summit UK I BlueStar
EuroCIS
EuroExpo
EuroShop
European Food Safety Summit
European Telemedicine Conference
Food Safety Summit
Food Safety Canada
Forum Europe
Global GS1 Healthcare Conference
GS1 Connect
GS1 Global Forum
GS1 Healthcare
Hanover Industry Fair I Germany
HDMA Distribution Mgmt Conference
HiMSS Conference
HiMSS Healthcare Summit
IACC
ICT & Logistiek
IDTechEx
IEEE RFID Conference
IEEE Tech Industry Summit on IoT
IEEE World Forum on IoT
IMI Digit Print
IMI Europe
inspire
International IoT Technologies & Application Expo
I China
International Pharmaceutical Distribution
Conference
International Summit on Smart Wearables Systems
IoT Applications
IoT Applications USA
IoT Asia
IoT Data Analytics & Visualization
IoT Developers Conference
IoT Congressional Forum
IoT Revolution Expo
IoT Global Innovation Forum
- IoT Global Summit
IoT Intl Conference
IoT Korea Expo
IoT NA Conference
IoT Nexus Interoperability
IoT Security
IoT Showcase DC
IoT Slam
IoT Tech Expo World Series
IoT West
IoT World
IoT World Europe
IPC APEX EXPO
ISC West
ISDA Member Meeting
KoreaMAT
Label Expo Americas
Label Expo India
Label Expo Europe
Label Summit Latin America
LogiMAT
LPWAN World Forum
Materials Handling Institute Member Meetings
MD&M East
MDR IVDR EU
Medical Device & Diagnostic Labeling Conference
Medtech China
Medtech Europe
Medtech Ireland
Medtech Minneapolis
MedtechWorld BioMedevice
MHI Member Meeting
MHI Spring Meeting
MIT Connected Things
Mobile Commerce Summit
Mobile World Congress
Mobile World Congress Shanghai
MODEX
National Property Mgmt Conference
NDTA Annual Conference
NIST Workshop on Standards
NRF The Big Show
NRF Protect and Loss Prevention Conference
OPC Day Europa
PACK EXPO & Pharma Expo
PACK EXPO East
PACK EXPO Mexico
Pharmaceutical Traceability Forum
PharmaPack Europe
PIA Color Conference
PMMI
ProFood Tech
ProMat
Questex
RAIN Alliance
RetailNOW
RetailTech
Reverse Logistics Association Conference
RFID iDenmark
RFID in the Food Industry
RFID in Healthcare
RFID in Retail & Apparel

- RFID Journal LIVE!
RFID Journal LIVE! Aerospace & Defense
RFID Journal LIVE! Europe
RFID Tomorrow
SCAN CHINA
ScanSource AIDC/POS Partner Conference & Expo
Security of the World
Sensors Expo & Conference
Serialization of Pharmaceuticals Forum
Shenzhen Intl IoT Technologies & Smart China
SmartCities Week
Smart Summit Asia
Smart Summit London
Smart SysTech
Smart VAR Summit
SPS IPC Drives
Supply Chain & Transportation USA
Supply Chain Technology Conference
TAGA Annual Technical Conference
Techwell
The IoT Show
TrackHack—The Proximity ID Hackathon
Trade ID Fashion
Transportlogistik
UDI Conference
UDI Intensive Workshop
University of Pittsburgh IoT Seminar
VAR Healthcare Summit
VARTECH
VR World
Westpack
World Standards Day

“ Having partnered with AIM for many industry events and activities over several decades, I've always found the staff proactive with their members' critical objectives in mind - to secure the best positioning through industry involvement while bringing new exposure and benefits to all AIM Members. Our partnerships have touched multiple vertical industries, each of which offers new and creative avenues of outreach for AIM members and the global community they represent.

Jane K. Yallum
Managing Partner I The Clarion Group
President I AIDC 100

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