AIM members are committed to influencing the regulatory dialogue every day! We applaud the dedication and efforts of every member within the AIM global community who demonstrate progress and success benefits AIM has to offer.

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!

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, community, and 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 ADC professionals with a network of resources for cutting edge technology and industry standards, 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 ADC."

Natalie Russo | Product Manager
LSiotelectronics, 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 stay focused on 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 benefit of all.”

Randy Foucher | President
Tharo Systems, Inc.

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 celebration with LogiMAT 2017, drawing representatives from more than a dozen countries 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.

AIDC Value in an IoT World

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

Kevin Ung, MBA | Associate Technical Fellow

AIDC 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 costs.”

Elizabeth Board | Vice President Global Public Policy

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AIM Resources

Standards & Publications
- RFID Portal Whitepaper
- Converyor-Mounted RFID Readers Whitepaper
- IoT Chains of Accountability Whitepaper
- Track & Trace Foundational Document
- DotCode International Symbology 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/TC225 | 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/SC53 | 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 20160 | IED Emblem
- ISO/IEC 15459 | Information Technology - Unique Identifiers
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 (AIDC), 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 Symbology Committee (TSC)
Sprague Ackley, Honeywell | 2017 Chair

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

2017 Highlights
- Nominated the Ultracode International Symbology Standard and won the Label Industry Award for Innovation (Under 300 employees).
- Continued the update of the DotCode International Symbology 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 KNX, derived from the Dutch “Klant Index”.
- Completed preparation of the USD for Tracking & Trace Labels standard, the standard for tracking and tracing labels, has been published. The standard will be available for public review.

RFID Experts Group (REG)
Jeanne Dukett, 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 Permits 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 workshop 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 160 members worldwide in 2017, including new organizations such as Kaiser Permanente, FedEx, U.S. DoD, Bekoart 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 Gere | 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 develop 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 automatic identification and data communication, as potential users of AIS systems and equipment are pre-informed about the best service efficiency with the chapter members of Aim Benelux.

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

Aim Benelux attended several national trade events presenting practical cases, informing users through the chapter’s electronic newsletters and was very successful in the organization and execution of the national and regional logistic fairs. More than 500,000 visitors were guided to the booth of a selected group of exhibitors at the fair and informed the chapter members about the newest developments in the fields of hard- and software technologies and applications.

To inform the members of the associations about the activities of the chapter and to give them 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 chapter members about the latest developments in various fields.

Aim China

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

In October, Aim Benelux co-organized an open seminar on “Digitalization” at a large trade fair in Hong Kong, with more than 140 attending.

Another highlight of the year was the second International Conference on Pharmacutical Forum, discussing innovative solutions for industry 4.0 and the Internet of Things – using AUID solutions as well as for production and packaging control.

In October, more than 500 Aim Benelux members met in Potsdam, 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 Museum and the publication of the AIM Germany guideline “Radio-frequency identification (RFID) for industry 4.0 – Industrial sensors: Consequently, the T&TT 2017 reflected the fundamental value of such enabling technologies for the growth of the Internet of Things, and China aims at promoting the “internet of things”.

Aim Europe

An important event for Aim Benelux was the AIM China co-hosted AIM Summit 2017 in Shanghai on March 12-13, marking the first time the Summit was held outside the U.S.

The Tracking & Reaching Theatre (T&TT) continues to be AIM Germany’s strongest asset. It features a series of workshops in the areas of logistics, material flow and production and demonstrates to visitors the numerous ways of applications of AutoID systems. The theatre is a fruitful place for the exchange of ideas, to improve the competitiveness of enterprises, promote industrial innovation and healthy development, and serve the implementation of national credit system construction and brand promotion.

Aim Germany

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

Aim Europe President Frithjof Walk represented the RFID stakeholder community at a European Commission (EC) sponsored workshop, chaired by Andreas Geisel, DS-Consult, European Commission, and supported by Dr. Rüdiger Martin, Radio Spectrum Support of DS-Consult, on the topic “AIDC area based on ISO standards”.

Aim Europe continued its popular virtual events series in 2017 with three webinars designed specifically for chapter members.

Aim North America

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 presenting the effective use of ABC technologies and applications across all vertical markets.

Aim Russia

Aim Russia is comprised of 36-member companies and celebrated its 27th anniversary in 2017. Elstar Vasapogov of Moscow-based software firm ERFD serves as Chairman.

The year 2017 was very significant for Russia in terms of standardization activities with the approval of a few national standards for industrial sensors. Consequently, the T&TT 2017 reflected the fundamental value of such enabling technologies for the growth of the Internet of Things, and China aims at promoting the “internet of things”.

Aim Russia has continued to provide expert support to national projects on the use of ABC technologies (RFID, PDA, DataMatrix) for the identification of various categories of goods, apparel, packaged pharmaceuticals, etc. to protect them from counterfeiters, improve inventory control, and optimize business processes in the logistics supply chain.

Aim Russia member companies traditionally promote ABC products and solutions through user education activities and presentations at user workshops and trade shows.
Every day AIM members and partners make unique contributions to the industry and world marketplace that positively impact business and consumers alike. 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 Stock*
Director of Engineering ID Products
Cognex Corporation

Glenn has been recognized for lifetime achievements which have furthered industry growth through significant applications and new technological developments, this is considered the highest honor given in the ADC industry. Mr. Stock is a renowned expert in the field of barcode and data capture technology.

**Ted Williams Award**
*2017 Recipient | Sha Na Ye*
Chief Executive Officer
Beijing REN ZHU Technology

Presented to an academic in recognition of innovative and exceptional contributions to ADC that further industry growth. Mr. Shi is a leading researcher and expert in the field of computer vision and recognition. He has received numerous 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 EPC's IS2010 standard, Mr. Shi has contributed substantially to the development of the barrier-less identification and data capture technology.

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

Thorsten Aha is one of the leading and most influential journalists in the AIDC industry. He has been responsible for several AIDC and IoT related publications. His work has contributed to the growth and development of the industry.

**Don Percival Award**
*2017 Recipient | Steve Williams*
Senior Director of Engineering ID Products
Cognex Corporation

Don Percival is the senior director of engineering for the ID products team at Cognex Corporation. He has been a key contributor to the development of many of Cognex's leading edge technologies. Under his leadership, Cognex has continued to develop innovative and high performance products that meet the demanding requirements of the AIDC market.

**AIDC Winner**
*Matrix IT Medical Tracking Systems*

**Challenge** | e-Commerce solutions and applications, especially based on mobile computing technologies, have been deployed in various industries to enhance the efficiency of operations. However, the medical industry is still facing challenges in tracking and managing medical devices.

**Solution** | Matrix IT Medical Tracking Systems has developed an innovative solution that utilizes RFID technology to track medical devices in real-time. This solution is designed to improve the security and traceability of medical devices, ensuring that they are only used when required.

**Benefits** | This solution has reduced the risk of medical device theft, improved patient safety, and streamlined the medical device supply chain. It has also helped hospitals to comply with regulatory requirements, leading to a reduction in costs and an increase in efficiency.

**RFID Winner**
*VIDEX CyberBadge*

**Challenge** | The growing use of RFID technology in supply chain management and inventory control has led to an increase in the demand for RFID technology in the medical industry. However, the implementation of RFID technology in the medical field poses several challenges, including the need for accurate tracking and identification of medical devices.

**Solution** | VIDEX CyberBadge has developed a comprehensive RFID system that addresses these challenges. The system uses RFID technology to track medical devices in real-time, providing accurate and timely information to healthcare professionals.

**Benefits** | The use of VIDEX CyberBadge in the medical field has led to improved patient safety, increased efficiency in the management of medical devices, and reduced costs for healthcare providers.

**IoT Winner**
*Sait s.r.l.*

**Challenge** | The growth of the Internet of Things (IoT) has led to an increase in the demand for IoT technology in various industries, including the medical sector. However, the implementation of IoT technology in the medical field poses several challenges, including the need for secure and reliable data transmission.

**Solution** | Sait s.r.l. has developed an innovative IoT solution that utilizes the latest technologies to ensure secure and reliable data transmission in the medical sector. The solution is designed to provide healthcare professionals with real-time access to patient data, improving patient safety and efficiency.

**Benefits** | The use of Sait s.r.l.'s IoT solution has led to improved patient safety, increased efficiency in the management of medical devices, and reduced costs for healthcare providers.
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 support 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 | The Clarion Group
President | AIDC 100

"Industry Involvement"

Active & Intelligent Packaging
Advanced Manufacturing Expo
AIHIE International Conference
Allied Expo
AIM China Member Conference
Alien Users Conference
APLIS
APSG
AHRMM Supply Chain Conference
Auto ID & Communications Expo | Japan
Automatic Identification Society at Institute Biometrics & Biostatistics
CNPIE International RFID Conference
Cargo Show Africa
Connect Things
Obligations Partners’ Conference
ODME Conference
Dental Trade Alliance UDI Conference
OMA Expo
DoCo Maintenance Symposium
EU Summit France | BlueStar
EU Summit Germany | BlueStar
EU Summit Sweden | BlueStar
EU Summit UK | 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
Hannover Industry Fair | Germany
HDMA Distribution Mgmt Conference
HMMSS Conference
HMMSS Healthcare Summit
LACC
IoT & Logistics
IoTEx
IEEE RFID Conference
IEEE Technology Conference on IoT
IEEE World Forum on IoT
IMI Digital Print
IMI Europe
inspire International IoT Technologies & Application Expo | 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 Congress Forum
IoT Revolution Expo
IoT Global Innovation Forum
IoT Global Summit
IoT Israel 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 APES EXPO
IRC West
ISDA Member Meeting
KoreaMKT
Label Expo Americas
Label Expo India
Label Expo Europe
Label Summit Latin America
LogiMAT
LPWAN World Forum
Materals Handling Institute Member Meetings
MHI East
MHI RVS3 EU
Medical Device & Diagnostic Labeling Conference
Medtech China
Medtech Europe
Medtech Ireland
Medtech Minneapolis
MedtechWorld Biomedence
MHI Member Meeting
MHI Spring Meeting
MHI Connected Things
Mobile Commerce Summit
Mobile World Congress
Mobile World Congress Shanghai
MODEX
National Property Mgmt Conference
NTA Annual Conference
NST 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
PICA Conference
PMMI
ProFood Tech
ProMat
Quantes
RAIN Alliance
RetailNOW
RetailTech
Reverse Logistics Association Conference
RFID Exemark
RFID in Technology
RFID in Healthcare
RFID in Retail & Logistics
RFID Journal Live!
RFID Journal RU | Aerospace & Defense
RFID Journal LE | Europe
RFID Tomorrow
SCAN CHINA
ScanSource AIDC/POS Partner Conference & Expo
Security of the World
Sensors Expo & Conference
Sensationalization of Pharmaceuticals Forum
Shenzhen Int’l IoT Technologies & Smart China
SmartCities Week
Smart Summit Asia
Smart Summit London
Smart Synergy
Smart User Summit
SMTP’s Drives
Supply Chain & Transportation USA
Supply Chain Technology Conference
TASA Annual Technical Conference
TechWeb
The IoT Show
Tracking the Proximity ID Hackathon
Trade of Fashion
Transportlogistik
UDI Conference
UDI Intensive Workshop
University of Pittsburgh IoT Seminar
WACS EXPO
WiC Media
Wearable World Standards Day

"Industry Involvement"