



RFID 2008
9 and 10 December 2008
CNIT – Paris La Défense

Press Release
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RFID 2008
40% increase in exhibitor numbers over 2007
3 500 visitors expected this year

The RFID Exhibition has acquired in three years a true international legitimacy. It is the main French and European event dedicated completely to radio frequency and its applications and takes place on the 9th and 10th December at the CNIT Paris- La Défense.

With nearly 50% of available exhibition space already booked 8 months before the event, RFID 2008 is already well on track and confirms the strong growth registered since its launch in 2005. This year, 100 exhibitors are expected, an increase of 40% compared to 2007. Exhibitors distributed in 3 categories- Services (Audit, Consulting, Integrators, software publishers and manufacturers), Communicative technologies (Active, Low frequency passive, high frequency, NFC.) and Systems (Identification, Chips, Readers, Portable Terminals, Vehicle Mounted) cover the entire range of RFID solutions and applications, offering visitors a complete overview of the market.

RFID University: an interchange of experience

Top RFID specialists speak at the two plenary conferences and 30 thematic conferences, allowing visitors to increase their knowledge of radiofrequency and its applications. The opening plenary conference will turn the spotlight on 5 operational projects deployed in 2008 in different activity sectors: Airports-with London, Dubai and Hong Kong airports, Rail- the maintenance programme of 22 000 SNCF locomotives, Transport & Logistics- express parcel delivery from DHL, traceability within the La Poste group, and Libraries- Geneva and Hamburg. The

theme of the second plenary conference, still under review, will be announced in the next few weeks.

The 30 thematic conferences are split into three cycles which cover all the issues related to RFID technology: Knowledge (RFID skills , standards and interoperation, project management), Sectors (Retail, Chemicals, Aerospace....) and Applications (Retail inventory, Asset management, Chemical product traceability).

The programme is developed by the RFID 2008 Strategic Committee, which is made up of internationally renowned specialists in the world of RFID: Filrfid, Orange Business Services, Tagsys, Maintag, Rfid Systemes and Oracle. Their in-depth knowledge of the market, of the latest technological developments and of user needs guarantees top level and relevant discussion responsive to visitor requirements.