



RFID 2009
8 and 9 December 2009
CNIT – Paris La Défense
www.rfid-show.com

FIL RFID**

Interview with Philippe de Mattéis, President
Member of the Exhibition Steering Committee

Since its creation, the FilRFID federation has been a partner of the RFID exhibition. It has again been invited to be part of the steering committee for the event. In your view, what are the results of this cooperation?

The federation and its members (manufacturers, integrators, consultancies and software developers) can be satisfied with the partnership. Since its launch, the RFID exhibition has in effect contributed to increase understanding of this technology and reduce resistance to its use and development. The market has not waited for the arrival of FilRFID to agree to be present. From the first year, they have exhibited and participated in the conferences. They have also been involved, some extremely actively, in the RFID University meetings organised in parallel with the exhibition. These protagonists already have very strong links to each other through a French speaking blog dedicated to RFID (Fil Rouge de la RFID) which has been a real showcase for their offering since 2005.

For the 5th edition, the RFID exhibition looks beyond simple identification by including “Track and Trace”. What can this new direction bring to the profession?

This evolution is very relevant because RFID isn't only used in identification solutions but is increasingly integrated into systems of real time location, securitisation of goods and people, access authorisation or even payment processing. To think today of RFID globally comes back to the subject of radio frequency. The title RFID becomes generic. It brings together pure RFID technologies (passive and active tags, readers and software for transferring and working with data) and other technologies also built around radio frequency such as GPS, GPRS, NFC, Machine to Machine (M2M) and other mobile communication systems. This is what Reed Expositions achieves when it brings together in one event all of these technologies in a more complete, more structured and visible way than before.

The multiple combinations possible with these technologies open a huge market to RFID professionals. What advantages do French businesses have in this new context?

It is not long ago that the world of RFID in France did not have professional federated associations while the US, Germany and even Italy already had strong associations. Today those involved in the market can count on the support of FilRFID which in the space of a year and a half has been able to bring together about a third of them: around 70 companies, a majority of them small and medium sized though also including some large companies such as IBM, Orange and even Avery Dennison.

FilRFID acts as a professional union with regards to French and European institutions. Amongst other important missions it is the cofounder of RACE, the European RFID network project launched by the European Commission. FilRFID, in partnership with the Centre National de Référence RFID, leads a work group to identify the current applications in Europe.

The results of RACE are anxiously awaited by the profession, which will then dispose of a very detailed vision of what is available in France and in Europe. What is it exactly ?

It is true that this project where we are representing France alongside the Centre National de Référence RFID, is especially interesting. For three years, 25 member states have been carrying out the collection of data and the qualification of RFID applications. A huge database will then be built. It will therefore be possible to find the most diverse solutions, the relevance (by expected added value) and, above all, to measure the variance in levels of technology between different activity sectors and even between the member states.

** FILRFID : Federation of Industrials, Integrators, Consultancies and RFID software developers*