



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

Press Release
Rubrique : salon

Key words : RFID 2009 - identification - tracking - tracing

Friday 12 June 2009

RFID 2009 Identification, Tracking, Tracing

The 5th edition of the RFID exhibition, which takes place between the 8 and 9 December 2009, at the CNIT Paris, La Défense, takes a new direction. After 4 years dedicated to the promotion of RFID technologies (radio frequency identification), the scope of the exhibition will enlarge. Even though RFID remains more than ever at the centre of the event, this year it will also be accompanied by the complementary technologies of Track and Trace to become open to solutions that combine identification, tracking and traceability. Its international coverage is thus expanded. It means a new base-line: “Identification, Tracking, Tracing” and a two part structure: the exhibition and a cycle of conferences.

It was in October 2005 that Reed Expositions decided to **create a horizontal event dedicated to RFID** with all activity sectors and industries represented together “ A bold choice to compete with several RFID events already in existence in Europe and the world, though these were very specialised and limited without making the most of a necessary horizontal approach” says Laurent Noël, Event Director.

The RFID exhibition has achieved a significant place in the European market. In five years it has doubled in size, attendance has increased by 70% and it is now positioned as the most important European RFID event in numbers of exhibitors. It has therefore become a meeting that cannot be missed.

Built from the beginning around two core elements, the exhibition of technical solutions and a cycle of conferences, the “RFID University”, the event has made a major contribution to the profession, for example:

- it has very efficiently contributed to bringing to the fore the ever enlarging offer of RFID technologies and solutions integral to RFID at a time when traceability has become a European priority (especially in the food processing industry)
- it has been significantly involved, via the debates, with discussing the necessary checks and balances to the development of RFID such as limiting access to certain frequencies, the incompatibility of radio frequency with metals, the prohibitive costs of

manufacture and implementation of RFID for businesses. The meetings in 2008 also revealed the first successful open source RFID applications which up until then had been relatively underdeveloped due to cost.

- it has, indirectly, contributed to the formation of the Fil RFID federation by underlining the value to participants to get together, as RFID begins to be deployed in business.

A necessary development

The possibilities in new RFID applications have led Reed Expositions to **enlarge the events offering to include the technologies of “Track and Trace”**.

RFID doesn't operate in a vacuum. It is linked to complementary technologies such as real time localisation (RTLS) satellite geo positioning (GPS, GLONASS, GALILEO); near field communication (NFC); telematics; M2M (Machine to Machine); mobile communication ...

The RFID University conference cycle associated with the event will reflect this new direction with a rich range of subjects and lectures.

As always....

The **Call for Innovative Projects will be repeated in 2009**. Launched in 2008, this has allowed the choice of a dozen projects from the 30 dossiers presented. From these, five were presented in the plenary conference. This year the date for submission of projects is 31 July 2009.

As in previous years, the exhibition benefits from a steering committee integrated by companies or organisations that are representative of the market: the Centre National de la RFID, Fil RFID, GS1, Orange, Gallia, Pôle Traçabilité (the Traceability Centre), Maintag, Psion Teklogix, RFID Systèmes, IBM, Oracle.

**RFID 2009 will welcome 150 exhibitors and present 26 conferences
on 8 and 9 December 2009 at the CNIT Paris La Défense.
4000 professional visitors expected
www.rfid-show.com**