



GS1 EPC/RFID Advisory Group Meeting 2

21 February 2007

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EPC/RFID Advisory Group Welcome

Mark Fuller
COO GS1 Australia

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Agenda

Morning Session

- | | | |
|----------------|--|--|
| 9.00am | Welcome & Introductions | Mark Fuller, GS1 COO |
| 9.30am | EPC Strategy & Framework | Richard Jones, GS1 GM Ser Del
Tony Edwards, Director, RFIDEas |
| 9.50am | EPC Tactics & Roadmap | Richard Jones, Tony Edwards |
| 10:15am | Morning Tea | |
| 10:30am | Local Update | Sue Schmid, GS1 GM Standards |
| 10:45am | Developing the Business Case
& Forward Agenda | Mark Fuller, GS1 COO
Peter Chambers, GS1 Mgr Projects |
| 11:30am | Break | |
| | Key Note Sessions | |
| 12:00pm | Global Update | Maria Palazzolo, GS1 CEO |
| 12.20pm | National Demonstrator Project | Tania Snioch, GS1 Snr Advisor, MIS |
| 1:00pm | Lunch ...in parallel SCKC RFID / Smartshelf tours | |



Agenda – Afternoon Session

Afternoon Session

1:00pm	Lunch ...in parallel SCKC RFID / Smartshelf tours	
2:00pm	Welcome	Mark Fuller, GS1 COO
2:30pm	Local Progress & Technical Update	Sue Schmid, GS1 GM Standards
3:00pm	EPC Strategy & Framework	Richard Jones, GS1 GM Ser Del Tony Edwards, Director, RFIDEas
3:30pm	Developing the Business Case & Forward Agenda	Mark Fuller, GS1 COO Peter Chambers, GS1 Mgr Projects
4:00pm	Solution Partner Updates	Joseli Munive, GS1 Alliances Manager
4:30pm	Open Forum Discussion	All
5:00pm	Close	





Advisory Group Role

- **Setting the direction for Australian industry**
- **Leveraging overseas experience**
- **Learning through pilot implementation**
- **Lobbying Government and Associations**
- **Networking and information sharing**
- **Training and education on use of EPC technology**
- **Developing Public Policy e.g. “privacy code of practice”**
- **Participation in standards development**



Advisory Group Role

- **Setting the direction for Australian industry**
 - industry road maps
 - standards application
 - guidance via overseas experience
 - resolving technical / policy issues
 - proof of concept pilots

Example: Metro RFID Road Map

METRO Group

The Spirit of Commerce



RFID Roll-out at the METRO Group



2004 2005 2006 2007

- Extensive RFID-Rollout in Germany

- Generation 2
- RFID at case level
- Advanced Logistics Asia (ALA)

- Opening European EPCglobal Competence Center (EECC)

- RFID at pallet level



International Industry Development & GAM Program

- **FMCG / Retail**
- **Aerospace & Defense**
- **Health & Life Sciences**
- **Transport & Logistics**
- **Consumer Electronics**
- **Automotive**
- **Media & Entertainment**
- **Packaging**

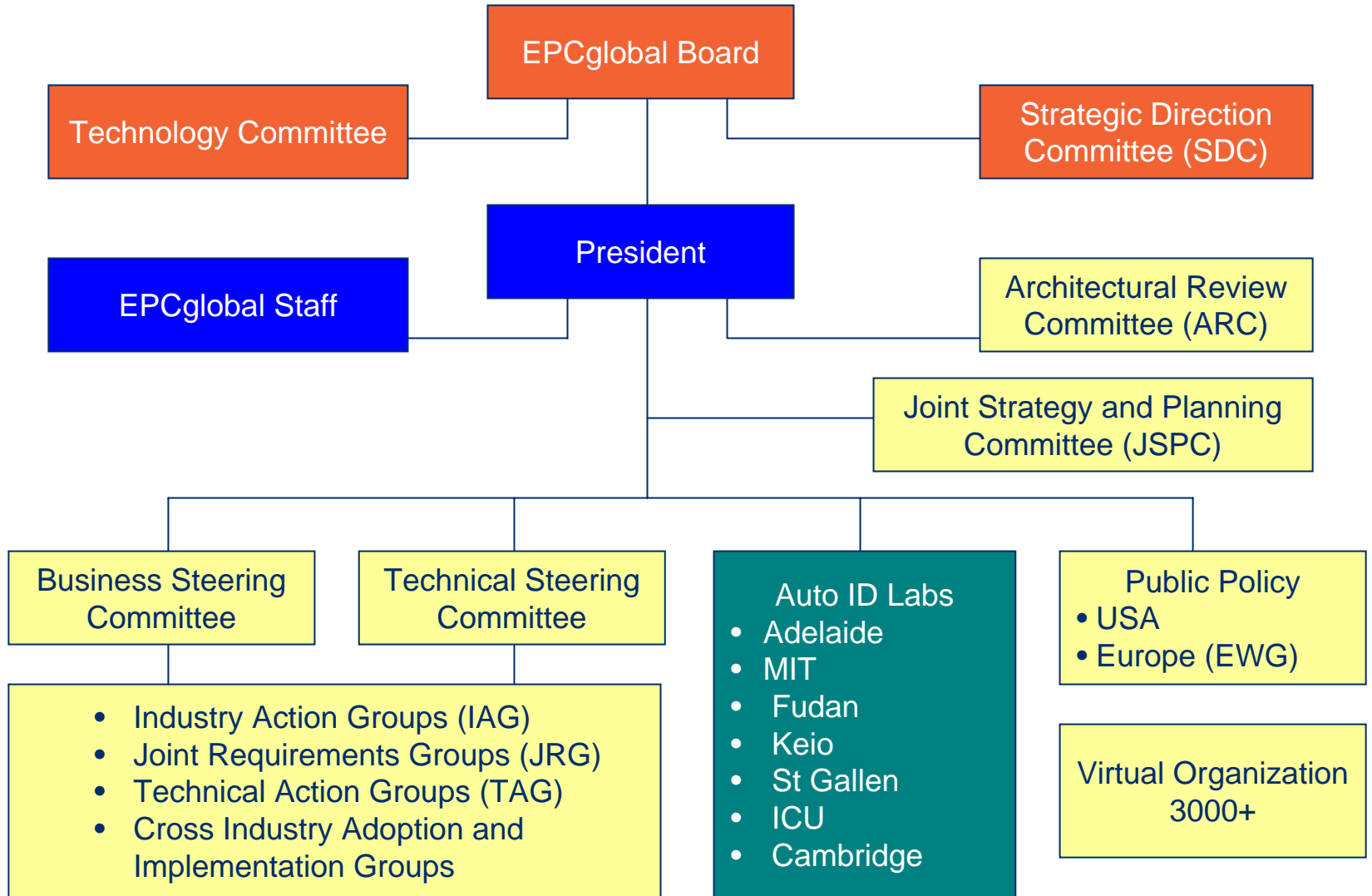


EPC/RFID – Local initiatives

- **National Demonstrator Project**
- **National Demonstrator Extension Project**
- **Other Pilots (eg Patties / Montagues - tracking inventory)**
- **Training and education programs / APICS**
- **ACMA / GS1 licence: 4 Watt trial (920-926Mhz)**
- **Privacy - Code of Practice**
- **GS1 involvement in EPCglobal Working Groups**



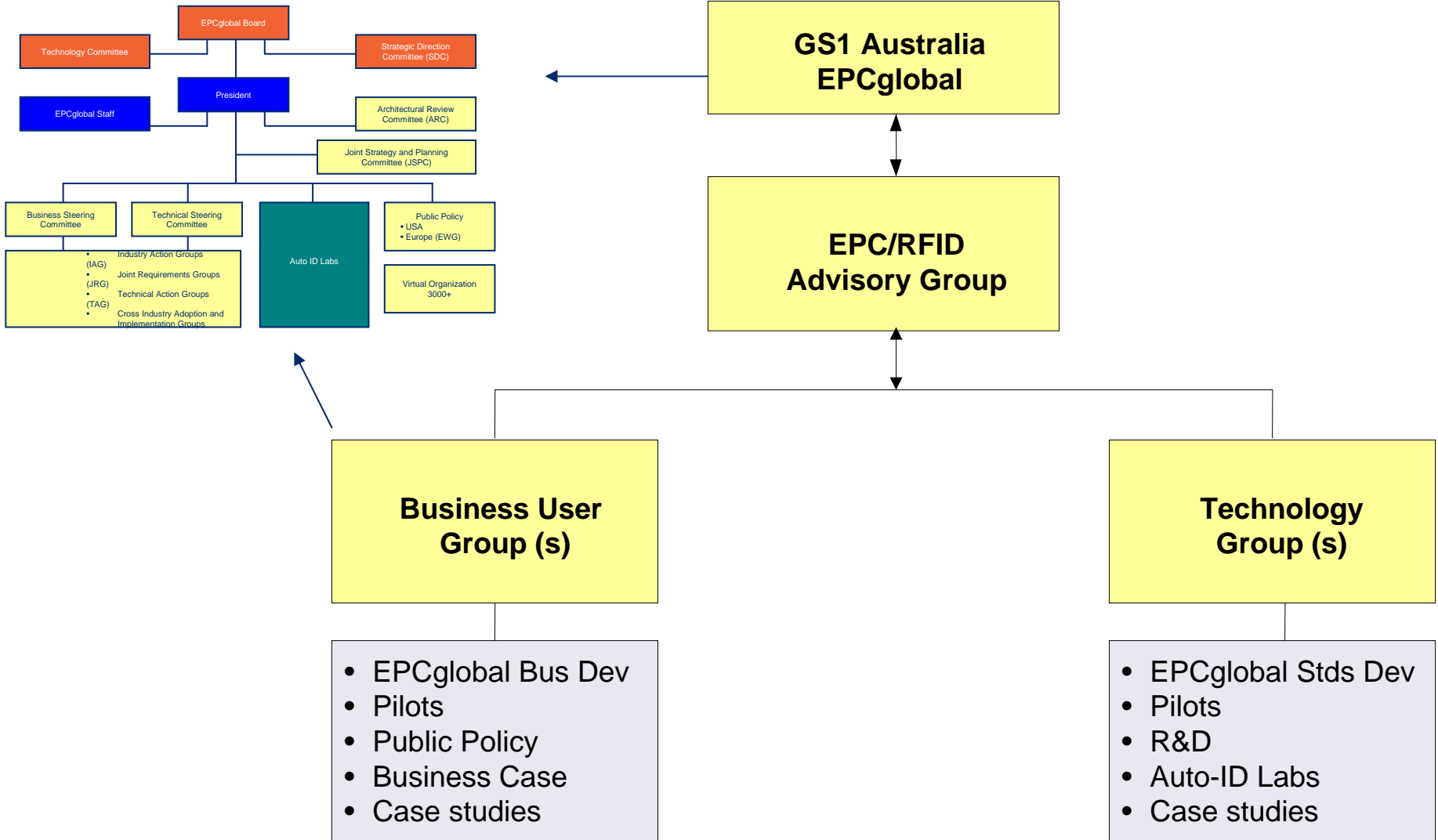
EPCglobal Organisation Structure



Making our Vision a Reality



Local Organisation Structure



Making our Vision a Reality



GS1 System

GS1 has a full portfolio of products and solutions



Global standards for automatic identification
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange



The environment for global data synchronisation
Standardised, reliable data for effective business transactions



Global standards for RFID-based identification
More accurate, immediate and cost effective visibility of information



Check-inWIIFM



Making our Vision a Reality



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