



EPC/RFID Technology Group Welcome / Advisory Group Update

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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**

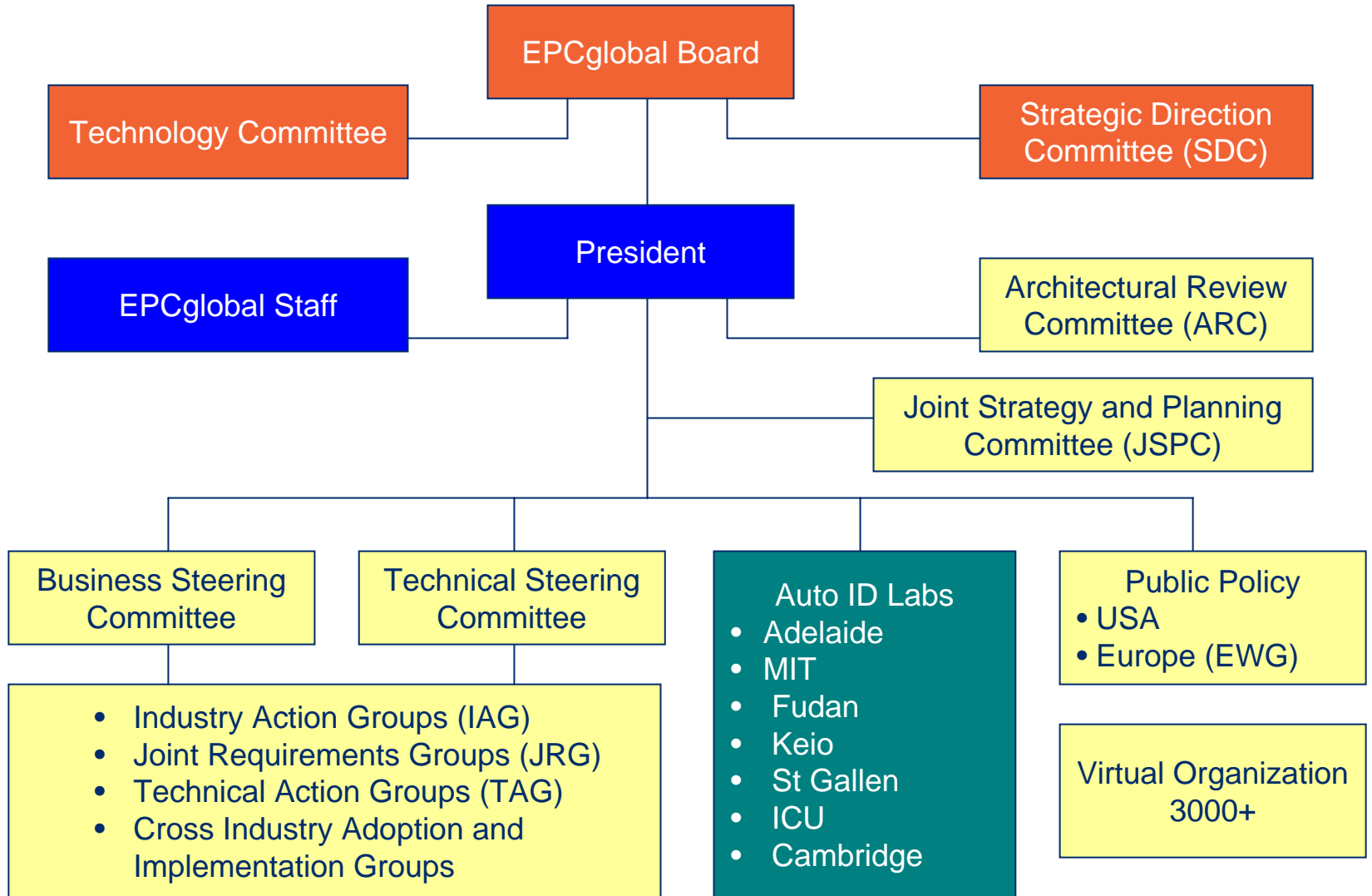


EPC/RFID – Local initiatives

- **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**



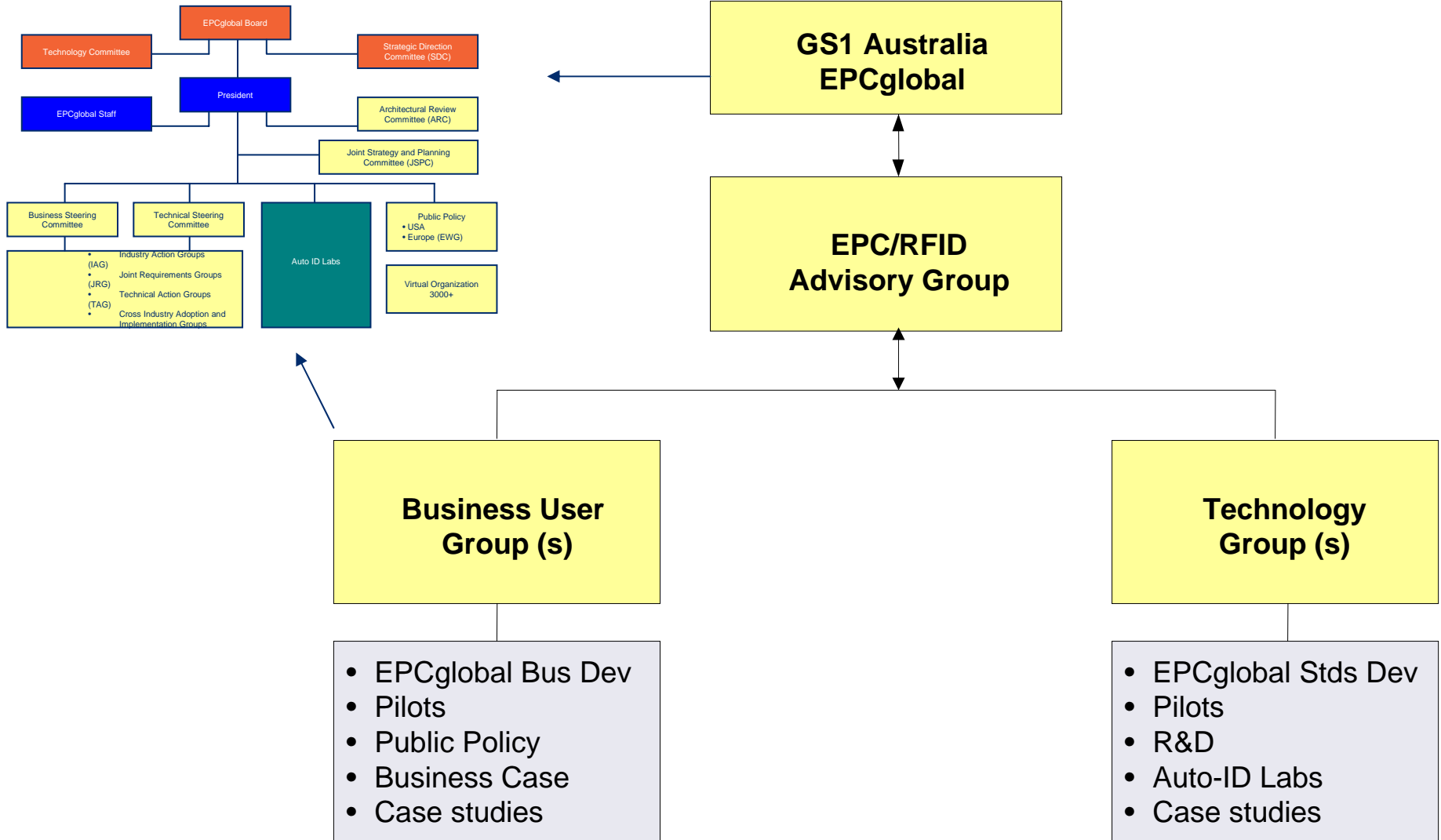
EPCglobal Organisation Structure



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



GS1 EPC/RFID Advisory Group Meeting 2

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