



GS1 EPC/RFID Advisory Group Meeting 2

21 February 2007

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Forward Agenda and Discussion

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National Implementation Projects

- Will be open to all interested EPC / RFID Advisory Group members
- Aim to seek Government funding assistance to complement participant investment
- Potentially 3 business applications will be implemented in parallel:
 - Supply Chain Inventory Management
 - Promotions Management
 - Asset Management
- Proposal that National Implementation Projects be overseen by the EPC Advisory Group
- Next step – Advisory Group sub-group formed to engage Government



The standards set



Gen 2 (allows reader and tag to communicate)

- Ratified by EPCglobal Board (Dec-2004) and ISO (Jun-2005)
- Has driven significant hardware price drop (\$0.45 to \$0.10 and lower)
- Performance well ahead of expectations

Tag Data Standards (defines the structure of data on tags)

- Ratified by EPCglobal Board (Jun-2004)
- Well-accepted in Retail/CPG; Has formed the basis for many other industry initiatives

EPCIS (allows companies to exchange EPC read data)

- *“The key to unlock the information door”*
- What, Where, When and Why
- Approval anticipated Q1 '07
- First solutions expected by Q2 '07



Advisory Group Role

- **Setting the direction for Australian industry** **industry roadmap / template**
- **Leveraging overseas experience:** **connect with global groups**
- **Learning through pilot implementation:** **NDP2, other**
- **Lobby Government and Associations:** **form lobby sub-group**
- **Networking and information sharing**
- **Training and education on use of EPC technology**
- **Public policy eg 'privacy code of practice':** **national review,
global alignment / leverage**
- **Participation in standards development**



Proposed Meeting Dates - 2007

- Monday 30 April – GS1 Sydney Office
- Wednesday 27 June – GS1 Melbourne Office
- Thursday 23 August – GS1 Sydney Office
- Thursday 18 October – GS1 Melbourne Office
- Thursday 6 December – GS1 Sydney Office (Xmas Drinks)



Next meeting topics for discussion

- Industry Engagement
- Industry Roadmap – Grocery / FMCG, other
- Localisation of Business Tools
- Global Engagement
- Government Lobbying
- Empirical Data on Best Practices



EPCglobal – delivering value at the point where
technology standards meet business needs



QUESTIONS?

Making our Vision a Reality



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