



Community Announcement



EPCglobal Inc Automotive Industry Discussion Group on EPC and RFID

29th May, Köln, Germany

As a global leader in the Automotive industry, your company has been invited to participate in EPCglobal Inc's Automotive Industry Discussion Group.

This meeting follows on from various meetings of some key industry players in Europe over the last year. At those meetings attendees shared their experiences to date of assessing RFID systems in the context of their own operations and discussed potential opportunities for further benefits. Some of the benefits identified so far include:

Reduced inventory	Accurate material deliveries	Process efficiency
Anti counterfeit	Trends analysis	Logistics efficiencies
Lower capital required	Improved material positioning	Global Track and Trace

EPCglobal Inc. has formed an Automotive Discussion Group, which is the first step in identifying global identification standards. The objective of this group is the development of RFID standards for the capturing of events and exchange of data within the automotive industry – including its trading partners – as an enabler for increased efficiency, enhanced visibility, traceability and anti-counterfeiting measures. The EPCglobal Automotive Discussion Group seeks participation from OEMs, logistics providers, n-tier suppliers and aftermarket producers. Participants should be familiar with the automotive supply chain. No opt-ins or GS1/EPCglobal membership are required to join or participate in the Discussion Group. The objective of this Discussion Group process is to bring together the key industry players, introduce them to the EPCglobal community, principles, organisation and standards development process. It is also to work with those key industry players to establish the potential advantages to the industry and confirm the viability of embarking upon the standards development process. In addition, the group will focus on determining the initial focus areas, based upon the industry's perceived needs, and the work groups structure needed to cover those areas.

EPCglobal is no stranger to helping industry in this way, having already embarked on similar ventures for the FMCG, Aerospace, Defence, Health & Life Sciences, Transportation & Logistics, Consumer Electronics Manufacturing and Apparel, Fashion & Footwear industries. Similar initiatives are underway for the Chemicals, Oil & Gas industries as well. And one of the unique strengths and advantages of being part of the EPCglobal community is the cross pollination of experiences, knowledge and techniques across different industries. The availability and use of global industry driven standards for RFID that address the specific needs of the Automotive industries is critical! Your input and contributions at this and subsequent meetings will have a major impact on the way in which EPC and RFID technologies are implemented within the Automotive industries. Ensure that your voice is heard and that the standards reflect and address the issues of primary importance to you and your business

Who Should Attend?

Participants will be strategic leaders within major Automotive and supporting companies, who are able to speak on behalf of their firm's supply chain RFID initiatives. While the nature of the topics discussed will involve technology, this will **not** be a technical meeting. Rather, it will focus upon the business opportunities, priorities and challenges of implementing RFID and EPC technologies.

Active participation in the group will entail in-person meetings and conference calls. A preliminary session was held at

the EPCglobal Joint Action Group event last October in Bonn. The group's official kick-off meeting is planned for the 29th of May 2009.

Please note that a subscription to EPCglobal is not required at this stage and there is no charge for attending this meeting. Your expenses for this meeting will be limited to covering your own travel and hotel accommodations. However, once the Industry Action Group has been formed, subscription to EPCglobal will be required for participation.

Registration

Companies can register for the meeting at the following URL

<http://www.epcglobalinc.org/about/events/automotive/registration/>

Logistics information is available at the following link:

<http://www.epcglobalinc.org/about/events/automotive/>

If you have questions regarding this event, please contact your local GS1 office, contact details available at

www.gs1.org

Alternatively, you may contact the Discussion Group Facilitator, Mike Henn, at:

henn@gs1-germany.de

EPCglobal Standards

You can access and download all of the EPCglobal standards, and find out more about the organisation's work at

www.epcglobalinc.org