



## **EPCglobal Consumer Electronics Industry Action Group (CE IAG)**

Join a global community of Consumer Electronics industry leaders who are collaborating to support the development and adoption process of technical standards specifically adapted for the Consumer Electronics supply chain.

EPCglobal is an integrated set of ratified standards including EPCIS which is currently operational and ready to be deployed allowing the:

- Identification of individual products
- Capturing of data
- Exchanging of information

### **Primary objectives of CE IAG**

The objectives of the CE IAG are to develop RFID enabled business processes through the utilization of EPC to improve the Consumer Electronics supply chain in all aspects of the product life cycle from manufacturing to distribution, repair and maintenance, recycling and repair.

Additionally, the group aims to improve the repair operation process to ensure better customer satisfaction. Consumer Electronics organisations involved in the CE IAG will gain the benefits of standardized EPC enabled business processes in their global multi-partner supply chains.

### **Target audiences**

The CE IAG is targeting different players who all have an interest in adopting RFID enabled business processes in the Consumer Electronics supply chain; consumer electronic manufacturing companies, distributors, wholesalers, retailers as well as CE industry associations, solution providers and service providers such as test centres and certification organisations.

### **Particularities of the Consumer Electronics supply chain**

- Consumer Electronics (CE) items tend to be of a high average value compared to Fast Moving Consumer Goods (FMCG) and require more secure handling in the supply chain.
- CE supply chains can be geographically dispersed with a high ratio of goods manufactured in Asia then shipped into markets all over the world. This means a smooth passage through Logistics is essential for cost competitiveness and customer service.
- CE products are used for longer periods (in some cases, more than 10 years), compared to typical FMCG. This means tagged products need to be identified for longer periods therefore; tags and applications must be reliable and sustainable.

- CE products may be repaired and/or maintained by manufacturers or services providers during usage. This means product information needs to be accessible not only by manufacturers but by other players such as retailers, service providers and recycle companies. Therefore, security specification for tags and systems are required.
- Most CE products must be tagged and monitored at Item Level to ensure better services at Point of Sale (PoS) and improved repair and maintenance services. This means Item Level Tagging (ILT) on each product will be considered while ensuring that personal information is well protected.

### **Benefits of RFID in the CE supply chain**

- Business perspective
  - Increased service level to the end customer
  - Increased sales through to the end customer
  - Reduced fulfillment costs / lead times
  - Improved inventory visibility
  - Improved claims process
  - Reduced human errors
  - Increased return on assets
  - Optimized merchandising process
  - Improved / expanded relationship with supply chain partners
- Consumer perspective
  - Improved customer satisfaction:
    - Improved on shelf stocking
    - Easier and faster location of desired products
    - Comfortable after sales service and warranty services
    - Quicker repair
    - Potential improved speed at check out
    - ....
  - Improved customer protection:
    - Product recalled capacity
    - Product authentication
    - Optimized price accuracy
    - Better product information
    - ....

### **The EPCglobal Standards Development Process and CE IAG**

The CE IAG is one of an expanding number of industry focused global RFID standards groups developed under the EPCglobal standards framework. The EPCglobal standards Development Process (SDP) is critical to ensuring that the standards developed and ratified by the EPCglobal Board of Governors are: User driven, Global and Royalty-free wherever possible.

IAGs are comprised of representatives from companies that currently use or plan to utilize EPCglobal Network technology from a particular industry sector. The IAGs bring industry representatives together to discuss real world business challenges that can be solved using EPC and RFID technology based upon EPCglobal standards.

## **Benefits of joining the CE IAG**

The development of RFID technology based upon EPCglobal standards within the CE supply chain will allow the members of the CE IAG to reduce complexity, decrease costs and facilitate collaboration among their supply chain partners leading to higher profitability and improved productivity. Information on the Scope, Objectives and Deliverables of the group are outlined in the CE IAG charter available at the following link [http://www.epcglobalinc.org/apps/org/workgroup/ce\\_iag/download.php/9633/ce\\_iag\\_charter-20070822.pdf](http://www.epcglobalinc.org/apps/org/workgroup/ce_iag/download.php/9633/ce_iag_charter-20070822.pdf)

## **Why Sony is leading the CE IAG initiative**

*RFID technology based upon EPCglobal standards enables accurate, immediate and cost effective visibility of information throughout the life cycle of Consumer Electronics products, gained through our participation in EPCglobal CE IAG activities. It is beneficial not only for manufacturers like us, but also for other supply chain players such as; distributors, logistic service providers, and recycle operators. The most important thing is however, our customers are set to benefit too.*

Tatsuya Yoshimura  
Co-Chair EPCglobal Consumer Electronics Industry Action Group  
Sony Corporation

## **How to register**

EPCglobal invites all CE companies to join in the activities of the EPCglobal CE IAG. It is necessary to be an EPCglobal subscriber to participate in this group and the EPCglobal Standards Development Process. For more information regarding EPCglobal Inc's CE IAG contact Audrey Kremer [Audrey.kremer@gs1.org](mailto:Audrey.kremer@gs1.org) or your local GS1 Member Organisation (contact details available on [www.epcglobalinc.org](http://www.epcglobalinc.org))

## **About EPCglobal**

EPCglobal Inc is a subsidiary of the global not-for-profit standards organization GS1, and supports the global adoption of the Electronic Product Code as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain

More information about EPCglobal Inc. can be found at <http://www.epcglobalinc.org>.