

EPC technology offers key benefits for consumers and businesses alike.

- The EPC can help reduce counterfeiting in a variety of product categories from toys to electronics to pharmaceutical products and clothing. Drug counterfeiting costs more than \$200 billion in lost revenue per year, according to a Kessler International study. More importantly, counterfeiting costs lives.
- The EPC can enhance our homeland security by improving the tracking of cargo and ensuring our military men and women get the supplies they need during deployment.
- The EPC can help track food products, such as meat and milk. Outbreaks of hard-to-trace diseases like bovine spongiform encephalitis (Mad Cow) could be more easily traced to the source. In some countries livestock is already being tagged with RFID chips to track the animals to point of sale.
- The EPC can help monitor product freshness for goods with expiration dates.
- The EPC can get the products consumers want on the shelves at the right time by providing unprecedented visibility of products in the supply chain, allowing retailers to track inventory more effectively and reorder products more efficiently.
- The EPC can provide businesses with a faster and more efficient way to recall defective products.
- The EPC can protect the environment by increasing recycling and eliminating hazardous waste from our landfills.
- The development of EPC and RFID technologies can generate economic growth by creating jobs, spurring high-tech investment, and paving the way for new applications in the future.

We know that privacy and consumer protection are important and we are committed to proactively addressing these issues.

- Privacy is as important as anything that we are doing. Consumer protection and consumer trust are keys to the success of the EPC.
- EPC was created for businesses to manage products through the supply chain. Licensing agreements for the EPC specifically prohibit its use for tracking or identifying people, except in very specific cases and with full transparency relating to patient or troop safety.
- EPCglobal holds its subscribers to the *EPCglobal Guidelines on EPC for Consumer Products* ensuring consumer notice, choice and education.
- EPCglobal has established a public policy steering committee to interact with key stakeholders in the public and private sector.