

HP Brazil RFID CoE - Center of Excellence

TEST CENTER DESCRIPTION:

The RFID Center of Excellence is prepared to aid customers to visualize in their businesses possible RFID applications as well as to observe those applications in real market conditions by means of technical researches, configuration of different products, and validation or development of tools for interfacing the systems with an environment appropriately equipped to reproduce an industrial area reality, and carry out tests and simulations before any implementation.

SERVICES/SOLUTIONS:

Research to promote RFID technology – The RFID CoE contributes in a decisive way coordinating efforts to network research centers, universities, and suppliers discuss new issues and challenges of the technology, specifically to promote technological advances in RFID and its applications.

Consulting on RFID Business Case Development – Despite the fact that the RFID technology is simple, its application in different situations demand specific solutions for subjects such as radiofrequency band, reach, range, interference, barriers to the radio waves, hardware and software compatibility, sources of energy and standardized code structures. The RFID CoE offers personalized solutions in order to fulfill the most different needs of the market.

- RFID Education and Training – The RFID CoE has developed four training modules about this technology, as a way of sharing the acquired knowledge and the best practices developed internally: RFID Case Studies & ROI for RFID; RFID Implementation; RFID Middleware; Preparation for CompTIA RFID+
 - **RFID Case Studies & ROI for RFID:** in one day, offers to its participants a strategic orientation so they can manage the challenges of using RFID technology in a productive way, helping them to manage and make decisions during its adoption. With a many-sided content it covers themes related to the application of RFID in the industry and in retail, in Brazil and in the world, showing how it is possible to obtain a competitive edge and ROI with RFID.
 - **RFID Implementation:** is targeted to engineers and technical professionals involved in processes related to the development, implementation, and operation of RFID. During four days it provides the ideal grounds to professionals that require the technical knowledge in this specific area, enabling them to implement and use the technology in day-by-day operations. Through theory and hands-on lessons the training enables

experiencing the theoretical concepts, and focuses the technical aspects, the physical effects, and the criteria required to successfully apply RFID.

- **RFID Middleware:** aimed at professionals requiring understanding architectures, standards, and platforms are appropriate to develop RFID applications. Lasting 16 hours the course provides perfect balance between theory and hand-on practice, with session involving the development of an application using an open-source deployment of RFID middleware. By the end of the course the professionals will be able to compare functionalities of different vendors of middleware solutions, both from open and paid-for source, and they will be able to make decisions about tools that may be used in their processes and in the reality of their companies.
- **Preparation for CompTIA RFID+:** developed for professionals requiring training in RFID together with an international certification. By means of a wide set of commented tests, this course presents topics covered by CompTIA RFID+ certification exam, providing participants the opportunity to be properly prepared to obtain an international certification. By the end of the course the students will be prepared to face the challenge of a professional certification exam. The duration is 16 hours.

International and Annual RFID Symposium of Business Solutions – The event will show what is happening in the RFID world. The participants will learn about the advantages of RFID technology that makes all the difference in the market, and understand how to introduce it productively in their companies. During the Symposium, RFID world's experts provide special, didactic, and interactive lectures, presenting and discussing successful RFID case studies. This helps the audience to identify and understand the current challenges of the RFID technology.

- **Relationship:** The symposium gathers eminent entrepreneurs, executives, and technicians from different industries. It is an excellent opportunity for networking, as well as to increase and consolidate relationships and partnerships.
- **RFID Show:** The RFID Show is a space exclusive to booth, where the sponsor will be able to exhibit different forms of application of the RFID technology, its potentials, and benefits. In this space the participants will also have the opportunity of networking and interacting with future business partners in their RFID initiatives, as well as exchange experiences with RFID experts, who will demonstrate all their expertise in that field. It is a live demonstration of the RFID technology.
- **Introduction to RFID for Business Innovation:** Offered during the Symposium it is the module created specially for those seeking a general and didactic summary about radiofrequency identification. Professors and experts covered themes related to the

application of the technology and its development, focusing also on innovation that are molding the future of the identification automation industry. This valuable introductory model provided the ideal grounds to professionals that need not only the technical knowledge, but also to understand the value of RFID in order to explore all benefits of this technology. In this meeting teachers and experts will cover themes related to the application of the technology, its operation, and the main innovations RFID provides in the several segments where it can be applied.

RFID Tour: Is the opportunity the participants have to know a center of excellence in radiofrequency identification technology. On the day following the lectures the participants will be able to know the HP RFID CoE - Center of Excellence, in Sorocaba countryside of São Paulo State, the only lab in Brazil accredited by EPCglobal, the regulatory organization of international standards of the RFID technology. The RFID CoE offers the opportunity to have through a real contact with the technology a better understanding of the application of RFID concepts.

- Dynamic: Dock Door Portal Test - for Case, Pallet and Item consistent performance for the reading of RFID tags that will pass through the portals.
- Dynamic: Conveyor Portal Test - for Case, Pallet and Item Level consistent performance for the reading of RFID tags as they pass through the Conveyor Portals in actual supply chain implementations.
- Static: Static Test - for Applied Tag Performance in static test scenarios to find the best application of a particular tag, or tag comparisons, on its respective item, case or pallet.
- RFID Site Surveys - The detailed methodology focuses on RF(ID) signal coverage, equipment placement, and infrastructure analysis, addressing advanced issues that may have negative impact on the project deployment and scalability.
- RFID Hardware Certification Test – Regulatory conformance testing for telecommunications product certification from ANATEL - Brazil's Federal Telecommunications Agency, equivalent of FCC USA. The certificate of homologation issued by Anatel represents the Brazilian government's approval for the sale of product for the Brazilian market.



INDUSTRY VERTICALS SERVED:

- ✓ Retail
- ✓ Transportation
- ✓ Consumer Goods
- ✓ Logistics
- ✓ Government
- ✓ Healthcare
- ✓ Finance
- ✓ RFID Vendors

AWARDS/KEY ACHIEVEMENTS:

- ✓ 2008 PM 50 Award Winners by Progressive Manufacturing - Innovation Mastery
- ✓ The Best RFID Implementation of 2007 by RFID Journal Awards
- ✓ TOP 25 Brazilian Innovation Project by Monitor Group
- ✓ 2nd place 2007 Technology Excellence by Supply-Chain Council Excellence Award
- ✓ TOP 100 Best IT Projects of 2007 by InfoWorld 100 Innovation Award of Excellence
- ✓ APICS 2007 Corporate Awards

REFERENCES:

- ✓ Flextronics International
- ✓ HP Imaging and Printing Manufacturing Operations



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