

RFID-Cluster Project – Project acronym: BRIDGE

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Project title: Building Radio Frequency IDentification in the Global Environment

Start date : July 2006
End date : June 2009
Duration : 36 months
of Partners : 30

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Partners (Industrial, SME, Institutes):

GS1: Global Office (Coordinator), France, UK, Germany, Spain, Poland, China; Universities: Cambridge, ETH Zurich, Fudan, UPC Barcelona, TUG Graz; Users: Carrefour, Bénédicte, Kaufhof, Gardeur, Nestlé UK, Sony, El Corte Inglés; Solution Providers: BT, SAP, AIDA, Caen, Confidex, Cetecom, UPM Raflatac, Verisign UK, Melior, Domino, JJ Associates.

Project objectives:

The objective of the BRIDGE project is to research, develop and implement tools to enable the deployment of Radio Frequency Identification (RFID) and EPCglobal Network applications. EPCglobal is a not-for-profit organisation of major global industry leaders developing standards for the implementation of the Electronic Product Code for RFID applications in the retail and other industries. The project will develop easy-to-use technological solutions for the European business community including small and medium sized enterprises (SME), ensuring a basis for collaborative EPCglobal systems for efficient, effective and secure supply chains.

Project description:

The implementation of RFID and EPCglobal standard solutions is hindered by a number of technical, social and educational challenges. The objective of the BRIDGE project is to research, develop and implement tools to enable the deployment of EPCglobal applications in Europe. The BRIDGE project is organised in series of business oriented clusters, technical development clusters and horizontal activities. BRIDGE is an Integrated Project addressing ways to resolve the barriers to the implementation of the EPCglobal Network in Europe. Integrated Projects are ambitious, objective-driven with a programme approach. They involve industry (including SMEs), research institutions, and preferably potential users.

Field of Application:

Project partners are working together on: Hardware development, Serial Look-up Service, Serial-Level Supply Chain Control, Security, Anti-counterfeiting, Drug Pedigree, Textile Supply Chain Management, Manufacturing Process, Reusable Asset Management, Products in Service, Item Level Tagging for non-food items, Education and Training, Dissemination tools, Policy and Innovation perspectives.