



CE RFID:

Introduction and Overview

Dr. Gerd Wolfram
MGI METRO Group Information Technology

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What is CE RFID?

- Coordination Action funded within the 6th Framework Programme by the European Commission
- Duration: April 2006 – September 2008
- Objectives:
 - Improve the market conditions for RFID technology
 - Strengthen the technology development in Europe
 - Inform stakeholders and policy makers about requirements for a favourable regulatory environment for RFID
 - Initiate a broad discussion on RFID topics in Europe





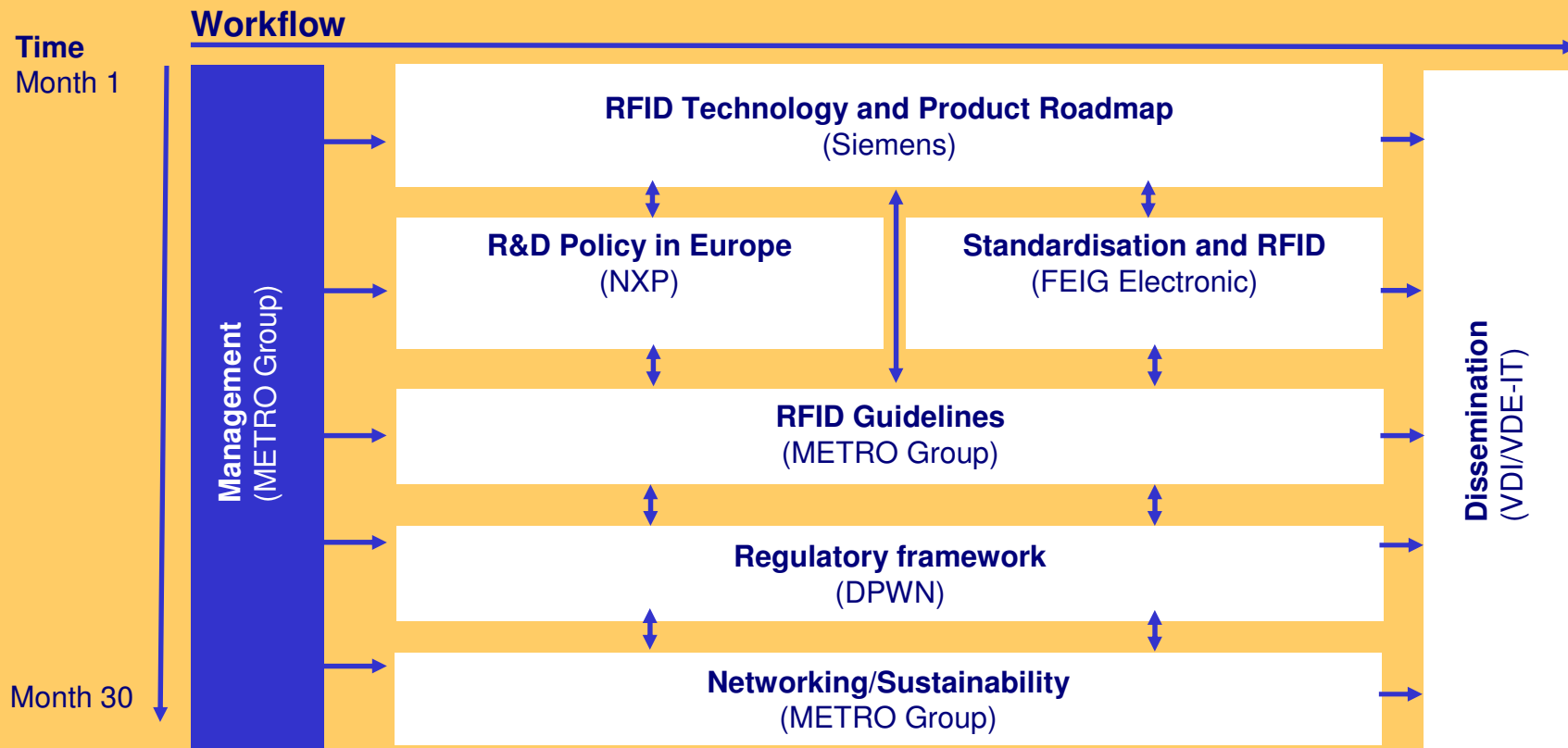
Who is behind CE RFID?



- End user companies
- Technology suppliers
- Service providers
- Consulting companies

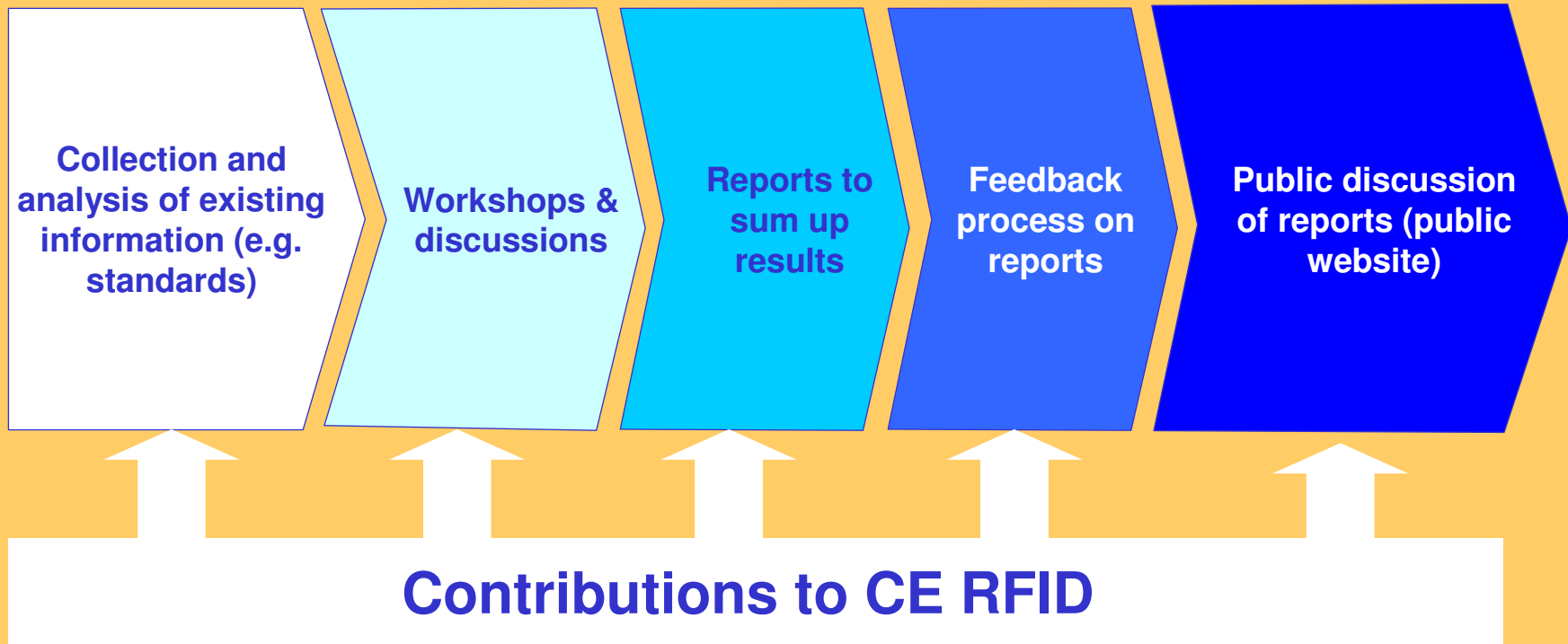


What are the topics?





How did we organise our work?

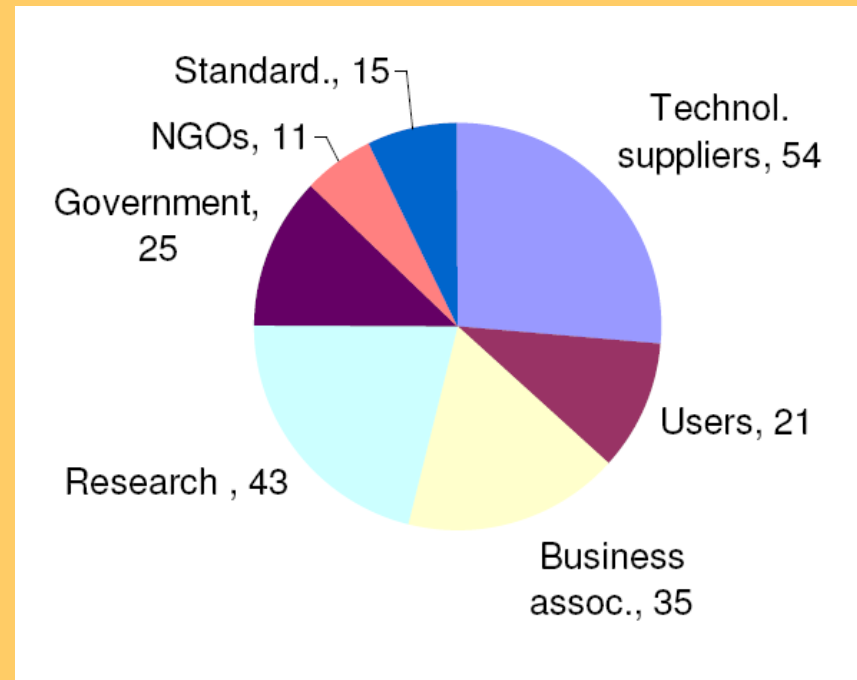




Who contributed to CE RFID?

204 Contributors:

⇒ Discussion and results have been put on a broad societal basis





Extensive networking of CE RFID

- CERP
(Cluster of European RFID Projects)
- AITPL
(Ambient Intelligence Technologies for the Product Lifecycle Cluster)
- EPoSS
(European Technology Platform on Smart Systems Integration)

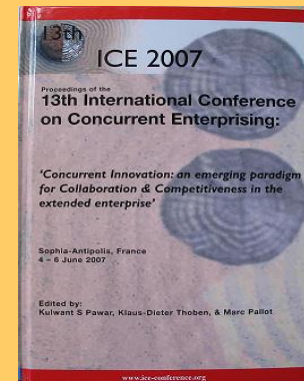




How did we disseminate results?

Presentations, poster exhibition and involvement:

- CeBIT 2007
- ICE Conference 2007
- “Towards the Internet of Things”-Conferences, Berlin 2007, Lisbon 2007
- RFID Expert Group





Where to get information?

- Public website to support dissemination
- Hosting
 - CE RFID (www.rfid-in-action.eu)
 - RFID Reference Model (www.rfid-in-action.eu/public/rfid-reference-model)
 - RFID Stakeholder Model
 - RFID Consultation (www.rfidconsultation.eu)
 - CERP Cluster (www.rfid-in-action.eu/CERP)
 - AITPL Cluster (www.rfid-in-action.eu/AITPL)





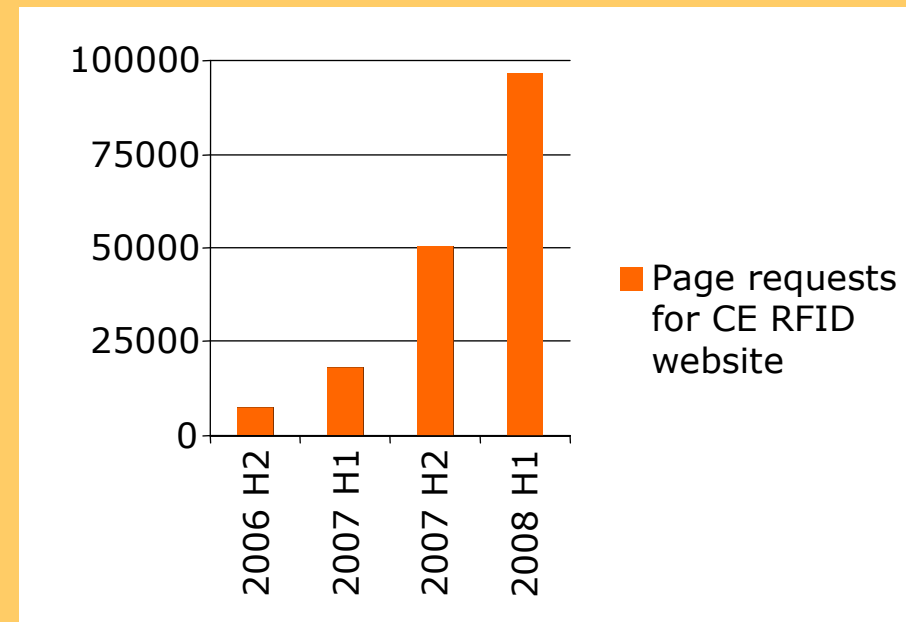
Traffic on our public website?

www.rfid-in-action.eu

213,462 page requests
(since June 2006)

www.rfidconsultation.eu

680,000 page requests
(since March 2007)





Framework models

RFID-Application Field	Mainly Object Tagging			Tagging with Reference or Potential Reference to Individuals				
	A. Logistical Tracking & Tracing	B. Production, Monitoring and Maintenance	C. Product Safety, Quality and Information	D. Access Control and Tracking & Tracing of Individuals	E. Loyalty, Membership and Payment	F. eHealth Care	G. Sports, Leisure and Household	H. Public Services
Subcategories	<ul style="list-style-type: none"> AA.- In-house Logistics AB.- Closed Loop Logistics AC.- Open Logistics AD.- Retail Applications AE.- Diverse Goods Logistics AF.- Manufacturing Logistics 	<ul style="list-style-type: none"> BA.- Active Systems BB.- Asset Management (incl. Inventory Management) BC.- Facility Management BD.- Vehicles BE.- Airplanes BF.- Aircraft/Process Control BG.- Food and Consumer Goods 	<ul style="list-style-type: none"> CA.- Facility/Log Consumer Goods CB.- Electronic Goods CC.- Textile Goods CD.- Travel/Traveler/Events CE.- Pharmaceutical CF.- Customer Information Systems 	<ul style="list-style-type: none"> DA.- Ticketing DB.- Access Control System DC.- Animal Tracking DD.- Personal Tracking 	<ul style="list-style-type: none"> EA.- Loyalty Cards EB.- Membership Cards EC.- Contactless Banking Cards ED.- Payments and Advertising via mobile phones 	<ul style="list-style-type: none"> FA.- Assistance for Disabled FB.- Hospital Management FC.- Implants FD.- Medical Monitoring FE.- Smart Implants 	<ul style="list-style-type: none"> GA.- Sports Applications GB.- Rental Systems GC.- Smart Games GD.- Smart Home 	<ul style="list-style-type: none"> HA.- Public Service Maintenance HB.- Road Tolling Systems HC.- Bunkers HD.- ID Cards and Passports

RFID Reference Model Template

RFID Reference Model



RFID Stakeholder Model



What are our key recommendations?

1. Active sponsorship and funding for RFID-specific cooperative R&D: from applied research to close to market innovation
 2. Generic, interoperable and easily applicable standards
 3. Close cooperation between the existing international standardisation organisations
 4. Companies need application-specific guidelines to implement RFID
 5. Upholding the principle of technology neutrality in the regulatory approach
 6. Need of continuous dialogue between all stakeholders
- **All these topics have to be discussed with international focus to support the competitiveness of the European (RFID) industry in the world**



Where can you find these CE RFID results?

www.rfid-in-action.eu

- CE RFID brochures
- Other publications and links to publications
- Knowledge platform: List of newsletters, RFID relevant organisations, etc.
- Final Reports
- Short versions of Final Reports
- Summary of results:
The RFID Roadmap: The next steps for Europe.
Springer 2008





Thank you.



For further information:

Dr. Gerd Wolfram
MGI METRO Group Information Technology GmbH
Metro-Strasse 12
40235 Duesseldorf
Germany

Phone: +49 211 969-2100
Fax: +49 211 969-490-2100
E-mail: gerd.wolfram@mgi.de