

# EUROPEAN RFID USERS AND VENDORS UNITE

## Pushing forward technology and applications



RFID technology providers, vendors and users have now the possibility to affect the conditions of competition for RFID technology and its further development in Europe and to reinforce the politi-

cal environment of RFID at European level.

RFID (radio frequency identification) has become a key ICT technology and Europe is going to play a major role in this high-tech area. In May 2006, European key players in RFID have started the initiative "Coordinating European Efforts for Promoting the European RFID Value Chain" (CE RFID).

It is now the task to include additional contributors in the project in order to enlarge the network and to involve all relevant industrial stakeholders of the RFID community in Europe.

Activities within this project will stimulate and strengthen the competitiveness of European RFID users and vendors and will proliferate the political attention regarding RFID. Leading European RFID

technology suppliers and users such as Metro, Deutsche Post, World Net, Philips and Rafsec have initiated CE RFID and now invite other industrial stakeholders to join.

The partners of CE RFID will elaborate a concise RFID technology roadmap for the public and will provide detailed recommendations for a purposeful European research and legislation policy on RFID. Additionally, CE RFID will - in close connection to organisations such as EPC and AIM - develop suggestions for an effective standardisation and harmonisation of RFID related frequencies and data formats in Europe.

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