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**European Project CE RFID at CeBIT 2007
Initiative Calls for Better Framework Conditions for RFID in Europe**

The European project CE RFID (*Coordinating European Efforts for Promoting the European RFID Value Chain*) has presented its work concerning RFID in Europe at this year's CeBIT in Hannover, Germany. "We need better framework conditions so that the immense capability of this technology can be used. In particular, additional UHF frequencies for RFID will be required", said Dr. Gerd Wolfram, coordinator of this initiative and managing director of MGI Metro Group Information Technology during a speech at the Auto ID/RFID forum. CE RFID further recommends additional efforts in research and development as well as better international standards.

Besides numerous interested visitors, about 100 concrete discussions about prospects for cooperation have taken place. One of the visitors was João da Silva, director at DG Information Society and Media of the European Commission, where he is responsible for the coordination of RFID activities. He was interested in the project's progress and first results, mainly in precise requirements for European research and technology policies.

CE RFID was launched in April 2006 by leading RFID users and vendors. Its main intent is to strengthen the European competitiveness of RFID in the context of the aims of the Lisbon strategy. Members of CE RFID are METRO Group, Deutsche Post World Net, Siemens, NXP, Tyco ADT, UPM Raflatac, Feig Electronic, RF-iT, AIDA Centre, Pleon, VDI/VDE-IT and EADS.

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For further information and for downloading the CeBIT presentations please visit the CE RFID website www.rfid-in-action.eu or contact the CE RFID secretariat:

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