



CE RFID Press Release No. 3, February 19, 2007

European Project CE RFID at CeBIT 2007

Setting up a constructive dialogue for a European research policy in the area of logistics and RFID

The European project CE RFID *Coordinating European Efforts for Promoting the European RFID Value Chain* will present first proposals on recommendations for RFID applications, research & development policy and standardisations in Europe at this year's CeBIT in Hanover, Germany (15.3.-21.3.2007).

RFID users and vendors have launched CE RFID in April 2006. This initiative supports the creation of a level playing field in the European RFID market by contributing to the development of common standards and regulations.

At CeBIT 2007 the CE RFID will offer a platform to network with other interested parties, discuss new ideas, exchange valuable information in terms of RFID activities in Europe.

Additionally representatives of MGI METRO Group Information Technology as a key CE RFID contributor will share insides of the development of RFID in Europe. Presentations will be given in the Auto ID/RFID Forum Lounge in Hall 6:

March 15, 2007 (14:45 – 15:30)

CE RFID: RFID in Europe – Prospects and Challenges
Dr. Gerd Wolfram, Coordinator of CE RFID and Managing Director MGI METRO Group Information Technology

March 16, 2007 (15:30 – 16:15)

CE RFID: The Future of Smart Systems in the European Value Chain
Dr. Gerd Wolfram, Coordinator of CE RFID and Managing Director MGI METRO Group Information Technology

March 17, 2007 (10:30 – 11:15)

RFID developments and trends in retail
Matthias Robeck, MGI METRO Group Information Technology

Partners of the initiative will welcome interested parties and experts at the CE RFID booth located in Hall 6, Booth C40/E6 in the Auto ID / RFID Solutions Park.

CE RFID is a Coordination Action funded by the European Commission within the 6th Framework Programme.

For more information visit: www.rfid-in-action.eu

E-Mail: info@rfid-in-action.eu

Press:

Peter Gabriel

VDI/VDE-IT

Steinplatz 1

10623 Berlin

info@rfid-in-action.eu