

## **Workshop at RFID Conference: European Industry Initiative aims at improving RFID Guidelines**

The European project CE RFID (Coordinating European Efforts for Promoting the European RFID Value Chain) invites RFID experts to a workshop on RFID guidelines which brings a close to a series of three meetings. Existing guidelines will be analysed according to a detailed scheme developed in former workshops. Additionally, recommendations for the development of future guidelines will be discussed.

A raising number of companies feel that RFID may become a cornerstone in their ICT strategy. However, there is a lack of practical knowledge: Are there best-practice cases in my sector? Which return on investment can I expect? And what about IT security and privacy? Guidelines are a most important tool to answer these questions. However, many existing documents do not match the specific requirements of their readers. In the preceding workshops a detailed model referring to the specific addresses and their needs was elaborated which will now be used to point out the strengths and the weaknesses of today's RFID guidelines. The workshop will also elaborate recommendations about how business associations and public institutions can improve existing guidelines and how future documents should be shaped. The final report which summarises the results of all three workshops will be published in February 2008.

**Date:** Wednesday, November 14, 2007, 13:00–18:00h

**Venue:** ISQ, Av Prof Dr. Cavaco Silva, 33, Taguspark-Oeiras, 2740-120 Porto Salvo, Portugal

**Agenda:** [www.rfid-in-action.eu](http://www.rfid-in-action.eu)

The workshop will take place prior to the European conference "On RFID: The next Step towards the Internet of Things" in Lisbon ([www.rfid-outlook.pt](http://www.rfid-outlook.pt), 15.+16. November 2007). Being part of the Cluster of European RFID Projects (CERP) CE RFID will be presented at the conference by the co-ordinator Dr. Gerd Wolfram, METRO Group MGI who will talk about the future roadmap for research projects. This presentation is supported by a CERP booth at the accompanying exhibition. In this context, CE RFID will disseminate the RFID Reference Model brochure that has been developed to structure the discussion on RFID and to allow depicting research results accordingly.

### **CE RFID**

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 by providing recommendations for a European approach on RFID. The activities of the project focus on the following RFID topics: application and technology roadmaps, European R&D policy, standardisation, guidelines and European legislation. Members of CE RFID are METRO Group, Siemens, Tyco ADT, Deutsche Post World Net, NXP, UPM Raflatac, Feig Electronic, RF-iT, AIDA Centre, Pleon, VDI/VDE-IT and EADS. CE RFID is a Coordination Action funded by the European Commission within the 6<sup>th</sup> Framework Programme. The coordinator of CE RFID, Dr Gerd Wolfram, MGI METRO, is also chairman of the Cluster of European RFID Projects (CERP).  
[www.rfid-in-action.eu/cerp](http://www.rfid-in-action.eu/cerp)

**Further information:** please visit the CE RFID website [www.rfid-in-action.eu](http://www.rfid-in-action.eu) or contact the CE RFID secretariat:

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