

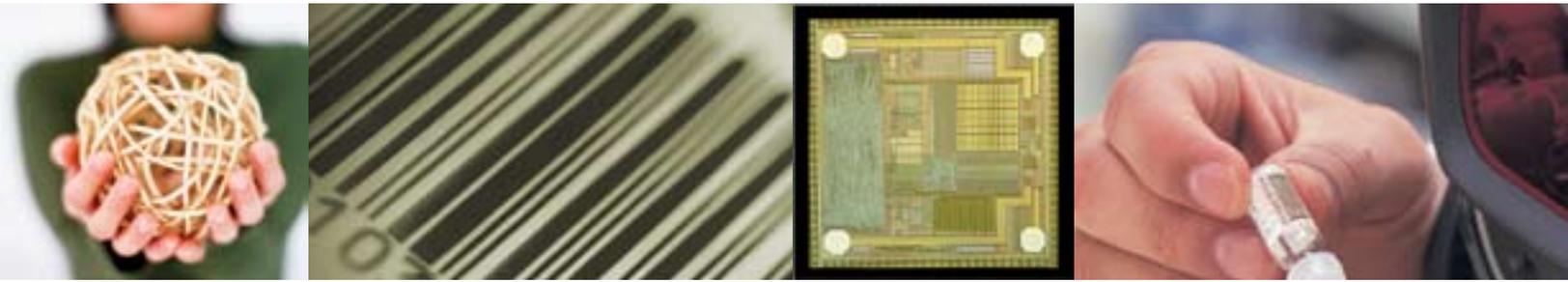


# annual report

# 20



Leaders and Innovators  
in Automatic Identification and Mobility Technologies



# Leaders Making the Difference!

## 2005 AIM Global Members

Advanced ID Corporation  
Alien Technology Corporation  
Appleton  
ASURYS  
AVNET  
Axxess Inc.  
Bluestar  
Cognex  
Cognitive Solutions  
Datalogic SPA  
Datamax Corporation  
Datastrip  
Denso Wave  
Electronic Tracking Systems  
Extech Instruments  
Hand Held Products  
Hutu, Inc.  
Impinj, Inc.  
Intermec Technologies  
Johnson & Johnson

Lowry Computer Products, Inc.  
LXE, Inc  
Markem Corporation  
Metrologic  
Michelin Americas  
Northrup Grumman  
Panasonic  
Paxar Corporation  
Philips Semiconductors  
Precision Dynamics Corporation  
Printronic, Inc.  
PSC Inc.  
Psion Teklogix, Inc.  
QED Systems  
RF Code  
RVSI Acuity CiMatrix  
SamSys Technology  
SAVI Technology  
ScanSource, Inc.  
Seagull Scientific, Inc.

Sensomatic Electronics Corp.  
SICK, Inc.  
Siemens  
Sirit Inc.  
Skyetek  
Sun Microsystems  
Symbol Technologies, Inc.  
Syntech Information Co. Ltd.  
TAGSYS  
Techdata  
Texas Instruments  
Trenstar  
Two Technologies  
UPM Rafsec  
Vanguard ID Systems  
Visidot, by ImageID  
Wherenet  
Xybernaut  
Zebra Technologies Corporation  
Zetes Industries

## 2005 AIM Global Chapters

AIM Argentina  
AIM Belgium  
AIM Brasil  
AIM China  
AIM Denmark

AIM Germany  
AIM India  
AIM Italia  
AIM Korea  
AIM Netherlands

AIM North America  
AIM Russia  
AIM United Kingdom





# 2005 Executive Summary

## A Year of Remarkable Leadership and Growth

- Key **Position Statements** published to address **RFID and Privacy, Security, Standards, and Regulation** issues
- AIM Global **membership increased by 25** companies (+50%)
- AIM Global Education and Public Policy Committee formed to provide guidance to the Association on policy and communication strategies
- AIM Global's Animal ID Work Group publishes the technical report: "**RFID for Food Animal Identification in North America.**"
- AIM Global **RFID Experts Group (REG)** submitted three draft technical reports to SC31
  - *Information technology — Radio frequency identification for item management — Implementation guidelines – Part 1: RFID-enabled labels and packaging*
  - *Information technology — Radio frequency identification for item management — Implementation guidelines – Part 2: Recycling and RF tags*
  - *Information technology — Radio frequency identification for item management — Implementation guidelines – Part 3: RFID interrogator/antenna installation*
- **Technical Symbology Committee** refined parameters for **direct part marking (DPM)** verification and led industry-wide development of **bar code back up recommendations for RFID tags**
- **www.aimglobal.org** now reaching more than **140,000 users/month**
- **AIM Connections** and **RFID Connections**, the industry's trusted e-newsletters reach nearly 15,000 subscribers monthly
- **RFID Connections** goes to weekly format
- **AIM Authority Speakers Bureau** added to AIM Global member services
- **AIM in Healthcare** portal launched –a direct link to the industry's work in the healthcare applications
- AIM Global and Baird collaborated to produce the second annual **RFID Executive Summit** – attended by more than 170 industry executives.
- AIM Global co-located with ID World to host the first **EMEA Executive Roundtable** in Rome, Italy
- AIM Global **Tracking and Tracing Theatre** and **Knowledge and Networking Forum** co-located with EuroID Forum in Wiesbaden, Germany.
- Business Development Directors for NA and EMEA hired
- **My AIM** launched as a customized Internet 'door' for all member contacts
- **AIM Annual Showcase** and **RFID Interactive** announced for February 2006



# Advocacy—Increasing Influence

## Industry View

During the year AIM Global issued position statements on **Consumer Privacy and Security**, **RFID Standards**, and **RFID Regulation**. Developed within the RFID Experts Group and refined by the Education and Public Policy Committee, these position statements were issued by the AIM Global Board to communicate the industry's perspective on key RFID topics to the channel, the media, end user organizations, and the general public.

Additionally, AIM members collaborated to bring the industry's views to **U.S. Congressional Internet Caucus**, the **American Electronics Association**, and the **European Commission**.

Utilizing the collective expertise of members to reach consensus and communicate these views will continue to be a growing part of the Association's work.

## Meetings and Events in 2005

A continuation of the momentum for the Association's advocacy efforts took place in 2005. The **AIM Outreach Initiative 2005** focused on connecting members with potential customers. AIM Global fulfilled that promise by adding a wide range of activities to expand the Association's presence and influence in a variety of vertical market activities.

The Association hosted the **AIM Knowledge and Networking Forum in Wiesbaden, Germany** in May. The event attracted more than 100 delegates from 13 different countries and was featured in conjunction with the **AIM Global/EAN International Tracking and Tracing Theater at EuroID**. This live demonstration received rave reviews as a real-world display of automatic identification technologies in action.

For the second straight year, AIM Global and Robert W. Baird jointly produced the **RFID Executive Summit**. In gathering more than 170 of the industry's executives this event profiled a number of key industry topics, including intellectual property,

industry investment, scalability and implementation. Bringing together leaders from different facets of the industry in these dynamic times and this kind of strategic dialogue and executive networking continues to be a mainstay of the Association's activities.

In October, AIM EMEA hosted the first **AIM EMEA Executive Roundtable** in Rome, Italy in conjunction with ID World 2005. The Roundtable, moderated by AIM Director Serge Joris, included a keynote by Uwe Quiede, who explained Kaufhof's application of automatic identification technologies and its future developments. The executives also embraced discussions on the European AIDC Market Situation and RFID's Impact, New Technologies Payback and Impact of the Standards Evolution on Strategic Decisions.

In addition to these events, AIM members and staff supported a wide range of conferences, exhibitions and web-based education initiatives. Some of them included:

- RFID World
- RFID Journal Live!
- Consumer Electronics Show
- TRAX
- HIMSS 2006
- IDC RFID Update
- SmartLabels USA
- Ohio University AIDC Technical Institute
- SmartLabels Europe
- Frontline Solutions
- The Pickle Packers Association Annual Conference
- Pharmaceutical Packaging Conference
- Organic RFID
- IAPP Privacy Academy
- Retail Systems
- RFID Link
- SCAN China
- CompTIA Annual Meeting
- UID Forums
- Gen2 Day
- AIDC100 Truth in Technologies Conference



AIM support ranged from conference development and exhibit space to keynote presentations, panel moderating opportunities and co-marketing agreements. Look for even more of these opportunities in 2006.

## Internet Presence

The Association's investment in a solid information technology infrastructure to support its international membership base and the network of chapters



continued in 2005. The year was highlighted by the launch of a number of services designed to enhance the delivery of Automatic Identification and Mobility information and to enable the Association to serve the global network in real-time via the Association's website.

AIM Global's two primary addresses, [www.aimglobal.org](http://www.aimglobal.org) and [www.rfid.org](http://www.rfid.org), continue as an unmatched marketing and communications platform to educate all interested parties about the technologies and solutions members provide. Visitors find details about the technology, case studies, current news and information about solution providers.

As a testament to our Internet presence our monthly visitor traffic has steadily climbed registering more than **40 million** hits for the year.

During the year, there were significant improvements to the operation of the site:

- **Record breaking** website traffic – reaching **140,000+ individual users/month** in Q4

- Introduction of the **My AIM** member login page providing personalized information and services to all AIM members worldwide;
- Transition of **RFID Connections**, the original RFID e-newsletter, to a weekly circulation;
- Growth of the **AIM Career Center** as an employment resource for professionals in the AIDC community;
- Launch of the **AIM in Healthcare** web portal, [healthcare.aimglobal.org](http://healthcare.aimglobal.org), as a direct link to industry information for the healthcare vertical market;
- Launch of **AIM Counts**, a Question of the Week which engages website visitors to 'weigh in' on industry issues;
- Continued population of the **AIM Authority Case Study Compendium**, a collection of case studies from the AIDC industry;
- The **Request for Proposal** service continues to provide visitors and members with a unique opportunity to connect.

## AIM Newsletters – Trusted Resources

With an international audience of nearly 15,000, *AIM Connections* and *RFID Connections* are the authoritative sources for accurate identification, RFID and enterprise mobility news, thought leadership, and education.



In 2005, both *AIM Connections* and *RFID Connections* included more educational and analytical content than ever before. As the authority on automatic identification and mobility, the Association is uniquely positioned to educate readers as they evaluate new trends and understand the significance of current events. These two publications directly and effectively provide this important service.





Transitioning *RFID Connections* from a monthly to a weekly publication will assist in providing more analysis and insight into this fast-paced industry.

## AIM Authority Speakers Bureau

An increasing number of speaker requests to the Association, and the desire to showcase AIM



members resulted in the creation of the **AIM Authority Speakers Bureau**. The Bureau acts as a premium member service and a forum to showcase the Association's experts at conferences, symposia, and exhibitions.

## Membership and Chapter Growth

One of the keys to AIM's success has been the continued growth of the AIM Global membership base. We are pleased to report more than **50% growth** with 25 companies joining AIM Global during 2005. Recognizing the need to have a comprehensive representation from the industry, AIM leadership remains committed to an ongoing recruitment campaign.

There was renewed participation by AIM Chapters in AIM events. This has prompted an interest from companies that are not current members of AIM in regions of the world not yet served by the global network of chapters. Chapter growth in the Middle East is anticipated for 2006.

## AIM "In the News"

Another key objective for AIM Global in 2005 was to elevate our collective credibility via a proactive communication campaign. During the year the Association issued more than **40 press releases** and a special report on **RFID and Privacy**. Each week,

AIM Global received a wide range of media inquiries. A few of the more significant news organizations with whom AIM Global worked in 2005 include:

BusinessWeek  
CIO Today  
CNET.com  
CRM Buyer  
DATACollection Magazine  
eWeek  
EU Public Service Review  
Financial Times  
Food and Drug Packaging  
Food Safety Europe  
Fortune Magazine  
Frontline Solutions Magazine  
IT Business Edge  
ITC China  
LAPTOP Magazine  
Material Handling Management  
MeatProcess.com  
Mobile Radio Technology  
Packaging Machinery Technology  
Pharmaceutical Manufacturing  
Pharmaceutical & Medical Packaging News  
Pharmaceutical Technology  
Physorg.com  
Port Technology International  
R & D Magazine  
RFID Journal  
RFID Operations  
RFID Product News  
Smartcard International  
Supply and Demand Chain Executive  
UsingRFID.com  
Washington Technology  
KDKA Radio



## BusinessWeek

In 2005, AIM Global worked with **BusinessWeek's** custom publishing group to produce two special sections on RFID technologies. "RFID It's Off and Running!" in the May 23rd edition and "RFID: It's Here" in the November 14th edition reached more than 2 Million readers. Finally, AIM staff contributed the opening chapter to "RFID Applications: Security and Privacy," by Simson Garfinkel and Beth Rosenberg.

## AIM Global/CompTIA Partner

During 2005 AIM Global was an active Cornerstone Committee member in the CompTIA RFID+ Certification test development efforts. AIM Global assisted



in the identification of key areas of testing, subject matter experts, and beta test takers. The RFID+ certification test will be finalized in early 2006 and is sure to assist in the development of a better-educated channel for RFID solutions.

## Data Exchange Program

In 2005 the Data Exchange program for two product categories was launched: PDA/PDTs and Scanners got into full swing. This subscription service for the worldwide membership provides participants with accurate market data, collected from sales data, on a quarterly basis.



# Standards/Technical Work – Membership Provides Leadership

2005 was an excellent year for AIM's members as leaders in the support and development of Automatic Identification and Mobility standards and technical guidance. Congratulations to members of the AIM Global Standards Advisory Group and its chairman, Chuck Biss (Hand Held Products), for providing the strategic guidance and leadership to reach new heights.

## Technical Symbology Committee

In 2005 the Technical Symbology Committee (TSC) continued work to develop technically accurate and consensus-driven bar code specifications for **UltraCode** and **Datastrip 2D** while completing work on Micro QR Code.



The TSC collaborated with the RFID Experts Group and outside standards-setting organizations to provide needed guidance on the use of bar codes to provide **data backup for RFID tags**. Finally, the TSC took on the development of quality guidelines for **direct part marking (DPM)** technologies.

Members of the committee in 2005 were:

- Sprague Ackley, *Intermec*
- Andy Longacre, *Hand Held Products*
- Clive Hohberger, *Zebra Technologies*
- John Kessler, *Paxar Monarch*
- Heinrich Ohlman, *Euro Data Council*
- Rick Schuessler, *Symbol Technologies*
- Yuji Tsujimoto, *Denso Wave, Inc.*

As always, the TSC continues their work as an open forum for AIM Global members interested in participating in this important work.

## SC31

AIM Global continues to serve as the U.S. Technical Advisory Group (TAG) administrator for ISO/IEC JTC1/SC31, which develops U.S. positions that are forwarded into the international community. In addition, AIM Global has representation on SC31 and its Work Groups as a direct liaison organization.

## RFID Experts Group

The RFID Experts Group (REG) has been hard at work in 2005 holding six on-site and nine teleconference meetings. REG membership includes early implementers, technology vendors, integrators, research institutions and representatives of other trade associations. While many organizations may hype RFID technology, the **REG addresses tough issues facing implementers**, offering guidance and providing a foundation of realistic expectations.

The REG currently has 14 active projects in the following areas:

- Interrogator System Implementation & Operations
- Back-up (Bar Code, HRI)
- RFID Enabled Labels & Packaging
- Recyclability
- Tag Quality
- Education & Certification
- Global Operation (RegulaWGy)
- Privacy
- Effects of RFID Radiation Health & Safety (Public Policy)
- Security
- Sensors and Transducers
- Technology Selection
- Software & Middleware
- RFID Emblem Revision and Maintenance



Several of the projects have already resulted in significant deliverables to ISO/IEC JTC1/SC31, namely draft technical reports:

*Information technology — Radio frequency identification for item management — Implementation guidelines – Part 1: RFID-enabled labels and packaging*

*Information technology — Radio frequency identification for item management — Implementation guidelines – Part 2: Recycling and RF tags*

*Information technology — Radio frequency identification for item management — Implementation guidelines – Part 3: RFID interrogator/antenna installation*

## RFID Software Initiative

Of special note in 2005 was the formation of an action group, within the REG, to provide guidance related to RFID middleware, application software, and hybrid AIDC management tools. As the RFID market evolves and incorporates various forms of AIDC data, there is an increasing focus on transforming this information into actionable business intelligence. The software action group has focused their efforts on guidance that will help filter, consolidate, and manage this information to capture an overall ROI.

## RFID Emblem

Working with members of the international standards community AIM Global members reviewed our previous recommendation on a graphic element to indicate the presence of an RFID tag. After intensive work AIM Global revised the RFID emblem. The emblem continues to provide a means to indicate the frequency, protocol, type and data content of the tag to help ensure the correct tag is read with the correct reader. The “**AIM RFID Emblem**” was revised and published in 2005, gaining support from implementers and vendors.



The following individuals and their companies contributed time and expertise to REG activities:

### Most Active REG Members

Craig Harmon, *Q.E.D. Systems, Chair*  
Bert Moore, *AIM Global / IDAT Consulting, Secretary*  
Clarke MacAllister, *ADASA*  
Barba Hickman, *Applied Clarity for Intermec*  
Sue Durham, *ATS, LLC for Cobalt*  
Rick Lafferty, *CDO Technologies*  
Dan Kimball, *DoD LOGAIT (SRA)*  
Frank Sharkey, *GSI/US*  
Sprague Ackley, *Intermec Technologies*  
Pat King, *Michelin*  
Bud Klein, *Paxar/Monarch*  
John Kessler, *Paxar/Monarch*  
Michael Guillory, *Philips Semiconductors*  
Rich Vossel, *Savi Technology*  
Rick Schuessler, *Symbol Technologies*  
Randy Stigall, *UPM Rafsec*  
Mark Reboulet, *USAFAFMC LSO/LOA*  
Clive Hohberger, *Zebra Technologies*

### Other Frequent Contributors

Fred Hayes, *PMMI*  
Rob Houghen, *PSC*  
John Craig, *Supply Systems Inc.*

AIM Global thanks all individuals who participated in REG activities, whether in regular meetings, phone conferences or individual Work Group phone conferences and personal communications.

## RFID for Food Animal Identification Technical Report

In response to the recent outbreaks of hoof-and-mouth and “mad cow” disease in various parts of the world—and the subsequent need to provide better tracking of individual animals, AIM Global published a new technical report *RFID for Food Animal Identification in North America*. The document is currently available in the AIM eStore.



Among the most active members of the AIM NA SC are:

- Bill Hoffman, *Advanced ID Corp.*  
(*Chair, Animal RFID Subcommittee*)  
Rick Lafferty, *CDO Technologies*  
Terry Massey, *ID Velocity*  
Bert Moore, *AIM Global/IDAT*  
*Consulting & Education*  
Tony Drake, *i-Mobile Systems*  
Scott Medford, *Intermec*  
Dick Sorenson, *LXE*  
Craig Harmon, *QED Systems*  
Mike Guillory, *Strategic Consulting Services*  
Peter Ginkle, *Telesis Technologies*  
Ray Delnicki, *UCC*  
Clive Hohberger, *Zebra Technologies*

The committee also received valuable assistance from Dr. Dale Blasi, *Kansas State University* and Jerry Bohn, *Pratt Feeders*.

## Health Care Action Group

The **Health Care Action Group (HCAG)** was active in 2005 with a presence at the Health Information Management and Systems Society (HIMSS) 2005 Annual conference. In conjunction with this event,



the Association launched the “**AIM in Healthcare**” portal at [healthcare.aimglobal.org](http://healthcare.aimglobal.org). Additionally, the group assisted the Healthcare Distribution

Management Association (HDMA) in revising their AIDC standards guidelines.

## RFID Regulatory Database

2005 saw the revitalization of an important industry resource and special subscription service provided by AIM Global. Participants in this program receive a bi-annual database containing the latest information on RFID frequency availability and limitations within more than 60 countries.

## In Closing

2005 bolstered the industry’s importance and the Association continued a rapid expansion of quality member programs and services. AIM Global and the network of AIM Chapters around the world continue to evolve to better serve our members and those organizations/individuals looking to purchase automatic identification solutions. Through AIM Global’s role as an **advocate**, a **standards developer**, and **support structure for AIM Chapters** serving the systems integrator and reseller community, the next twelve months promise impressive opportunities. You can count on AIM to accelerate these opportunities whenever possible and galvanize the membership to overcome any challenges that might lie ahead.

Join your peers, the leaders in Automatic Identification and Mobility, and make the connections with the people and technologies that are changing our world. **Join us and leverage the power of association today!**

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Miller'.

Thomas O. Miller  
Chairman

A handwritten signature in black ink, appearing to read 'Daniel P. Mullen'.

Daniel P. Mullen  
President

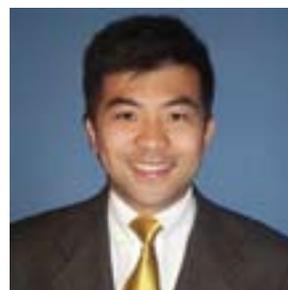
## 2005 AIM Global Board of Directors



**Tom Miller (Chair)**  
Intermec Technologies



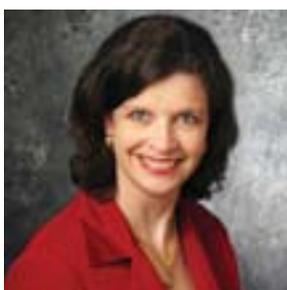
**John Bruno**  
Symbol Technologies



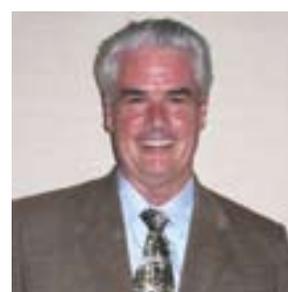
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**Dan Mullen (President)**  
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**Julie England**  
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**Mike Baur**  
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**Peter Fausel**  
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**Serge Joris**  
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**Charles Biss**  
Hand Held Products



**Clive Hohberger**  
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## 2005 AIM Global Staff



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Contact: Mr. Ian G. Smith



Nobody cares more about your success in  
RFID, ADC and Mobile Computing than you do.

## Well, almost nobody.

For more than 30 years, AIM Global has served as the association for and worldwide authority on automatic identification, data collection and networking in a mobile environment. Let us arm you with the information you need for successful RFID deployments. Visit [www.aimglobal.org](http://www.aimglobal.org) and learn more about the latest developments with RFID at [www.rfid.org](http://www.rfid.org).



**Association for Automatic  
Identification and Mobility**





**Association for Automatic  
Identification and Mobility**