



Leaders in **Automatic Identification**
and **Mobility** Technologies
2006
annualreport



Leaders Making the Difference! 2006 AIM Global Members

Advanced ID Corporation
Alien Technology Corporation
Appleton
Arjobex America
Avery Dennison
AXCESS Inc.
Cognex
Cognitive Solutions
Datalogic SPA
Datamax Corporation
Datastrip
Denso Wave
Electronic Tracking Systems
Extech Instruments
FEIG Electronics
GlobeRanger Corporation
Hand Held Products
Impinj, Inc.
Integrity Packaging
Intermec Technologies
IPICO
Johnson & Johnson
Lowry Computer Products, Inc.
LXE, Inc.

Markem Corporation
Michelin Americas
NCR
Northrop Grumman
NXP
Omron RFID
Panasonic
Paxar Corporation
Precision Dynamics Corporation
Printronix, Inc.
PSC Inc.
Psion Teklogix, Inc.
QED Systems
RafCore Systems
RF Code
SAVI Technology
ScanSource, Inc.
Seagull Scientific, Inc.
Sensormatic Electronics Corp.
Shenzhen SYSCAN
SICK, Inc.
Siemens
Sirit Inc.
Skyetek
Symbol Technologies, Inc.

Syntech Information Co. Ltd.
TAGSYS
Texas Instruments
UPM Raflatac
Vanguard ID Systems
Visidot, by ImageID
Wherenet
Zebra Technologies Corporation

Chapters

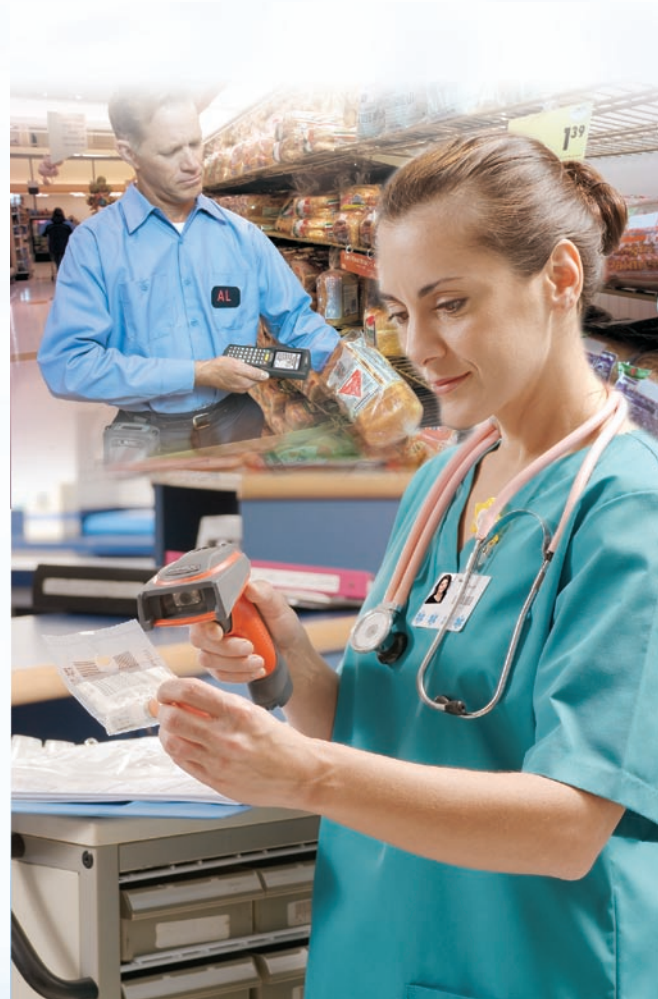
AIM Argentina
AIM Belgium
AIM Brazil
AIM China
AIM Denmark
AIM Germany
AIM India
AIM Italia
AIM Korea
AIM Netherlands
AIM North America
AIM Russia
AIM United Kingdom

2006 Executive Summary

- AIM Global's **Education and Public Policy Committee (EPP)** initiated and supported key outreach activities
 - Media outreach expanded to include multi-city road tour of member executives and staff
 - Media teleconference series, "RFID: What You Don't Know Can Fool You" targeted to business journalists
 - Ongoing dialogue with key journalists writing about AIM technologies
- Key RFID position statement on **Item-level Tagging**
- **AIM Showcase and Channel Forum** established as a one-of-a-kind industry executive gathering to share ideas, network and plan strategically for the coming year
- RFID educational video, **Spotlight On: RFID** launched to national audience
- **AIM Global RFID Experts Group (REG)** submitted two preliminary draft technical reports to SC 31
 - AIM Guideline on RFID-enabled Labels
 - AIM Guidelines on Recycling
- REG document **AIM Guideline on RFID Tag and Transponder Quality** was incorporated into ISO 17367.
- **AIM Global's Technical Symbology Committee (TSC)** published *Direct Part Mark (DPM) Quality Guideline*
- **RFID Executive Summit** was expanded by adding a **Legislative Fly-In** – companies from 14 states attended one-to-one meetings with their state's congressman to influence these key legislators about RFID
- **EMEA Leadership Council** formed to advise AIM Global on international technical issues and opportunities
- www.aimglobal.org reaching over 2.25 million visitors

in 2006 and on average, 185,000 users/month and growing

- Online media center created to house industry audio and video files
- New Internet Services
 - Weekly executive interview by podcast added to *RFID Connections*
 - Discussion Forums for committee communication
- Growth in the industry has resulted in the establishment of two new industry awards – *Excellence in Journalism* and the *Ted Williams* awards – to be announced at the 2007 AIM Showcase



AIM Global 2006 Annual Report

2006 was an outstanding year for AIM Global. As the organization continued our work as an advocate and a standards developer, we took time to plan for the long term by reviewing and setting a new strategic vision for the Association and the constituents we represent.

AIM Global reached millions of readers, viewers and listeners worldwide. Appearing in major business publications, vertical market trade publications and industry publications, the Association was called upon many times over to support educational initiatives with **expert speakers, writers, speaker recommendations, and program guidance.**

As the industry worked diligently to bring standards efforts to completion, AIM Global provided important **standards leadership, industry positions** and **practical RFID implementation guidance.**

The need for industry advocacy, standards, and a strong reseller channel continue and AIM Global, the AIM Chapter network, member volunteers, and staff are prepared for the challenges ahead.

Gratitude and congratulations go out to all who contributed to AIM's efforts in 2006. The AIM Global Board of Directors, the AIM Chapter Network, and the AIM staff were essential in leading and executing these remarkable achievements.

The Board's vision continues to set the course for the Association, focusing on what AIM Global should become as Automatic Identification and Mobility technology evolves. As you will see in this publication, the Board has looked to the future and renewed the AIM Global long range plans to ensure we evolve to meet the needs of our ever-changing market.

The success of AIM is a reflection of our members – the active individuals from the companies listed inside the front cover of this report – and the **AIM Global 2006 Annual Report** is presented in recognition of their contributions. Is your company one of the leaders on this list?

Consider joining the leaders in Automatic Identification and Mobility as we work to accelerate the understanding and adoption of these amazing technologies.

Advocacy – Harnessing the Power of Our Influence

2006 was a year of engaging the members and educating consumers through outreach to business media and legislators. AIM Global members played key roles in message development, communication and meetings with journalists and government agencies interested in automatic identification and mobility technologies, with particular attention to current RFID questions.

Media Press Tours

AIM member companies supported AIM staff during multi-city media tours to educate business journalists in:

- New York City, NY
- Sacramento, CA
- San Francisco, CA
- Washington, DC

Special recognition goes to *Symbol Technologies, Savi Technology, Texas Instruments, Intermec Technologies, Impinj, TAGSYS* and *LXE* for providing executive representation for the visits, and in many cases, financial and public relations resources and guidance.

Media Outreach

As a result of input received during the 2006 media visits, and to fill a void that the industry identified in 2006 for quality information for business journalists, AIM's Education and Public Policy committee produced a pilot program, **"RFID: What You Don't Know Can Fool You."** The three-part educational series of teleconferences, targeting business journalists, featured AIM Global members *Savi Technology, Texas Instruments, Symbol Technologies* and *Impinj* as expert speakers for initial sessions moderated by Dan Mullen. The final session of the series is slated for February 2007, with further outreach continuing on a quarterly basis.



AIM in EMEA

The year 2006 was a year of consolidation and exciting change for AIM in Europe.

During the year the organization strengthened its support for members in the region by the appointment of a Business Development Director, Andrew G Britts. This led to major changes in the arrangements for the operation of the EMEA support office.

During 2006 AIM EMEA staff, EMEA chapters and members supported and sponsored many exhibitions and conferences throughout Europe relating to the introduction of automatic identification, mobility and RFID.

Two important EMEA based committees were formed in 2006. The first was the **European RFID Experts Group (EREG)**. This committee grew from the AIM Germany RFID technical committee and is a subsidiary group of the Global REG. Its prime function is to oversee the standards and application aspects of the introduction of RFID technologies, especially as they refer to the unique challenges created by the countries of Europe in implementing pan-European as well as global RFID systems. Additionally, AIM EMEA monitored closely, and contributed to, ongoing **European Union** RFID initiatives. The most active participants in the EREG were from the AIM Germany RFID committee, with members from other countries, under the guidance of the Chairman, Eldor Walk.

The second committee formed was the **Leadership Council**. The membership of this committee consists of the Chairman of the board of each Chapter, plus representatives from the European Global members. It held its first meeting in November 2006. This important effort, under the guidance of Jan-Willem Reynaerts and Frithjof Walk, gives the European members a direct voice to the Global board and will act as a strong steering committee for European activities.

Publications which have reported AIM EMEA activities:

- Data Collection Magazine circulates in Italy, France, Spain and recently in UK.
- IT Reseller
- Manufacturing & Logistics IT Magazine
- Ident Germany
- www.YourTechTv.com

Legislative Advocacy

On the US legislative front:

- President Dan Mullen addressed the **Department of Homeland Security** (DHS) office of Privacy and Security as a featured speaker during a key meeting in San Francisco in June 2006. Dan's remarks discouraged regulation that would limit the innovative use of RFID and Automatic Identification technologies in government applications.
- AIM Global collaborated with a group of like-minded industry associations in support of the first **Senate RFID Caucus** held in Washington, DC in July. Senators Dorgan (ND) and Cornyn (TX) were the co-founding legislators that made this forum a reality. The Caucus will be an important avenue for the industry to educate legislators and staff on this promising family of technologies. This ongoing effort will be supported in 2007, as AIM Global joined with a number of other associations to form the **RFID Technology Council** – an *ad hoc* group in support of the RFID Caucus.
- AIM members collaborated with other industry associations to defeat prohibitive RFID legislation in the state of CA.

Media Alerts

2006 proved to be a year of continued misinformation about RFID, and the Education and Public Policy (EPP) committee worked quickly to respond on behalf of the members and the industry. One such example resulted in a statement in response to a technical paper delivered during a conference 15 March 2006 in Pisa, Italy, entitled "Is Your Cat Infected with a Computer Virus?" The paper claimed that RFID tags can be used to corrupt databases and even potentially to spread computer viruses. AIM's response galvanized experts around the world to weigh in on the issues reported in the research.

AIM's EPP committee also spearheaded media response in the form of a multi-city press tour to educate business media following a June *Consumer Reports* article that claimed that RFID was putting an end to personal privacy.

Meetings and Events

AIM Global and AIM North America collaborated on a new format for the annual meeting in 2006 and the unique **AIM Showcase and Channel Forum** was born. A two-day educational conference featured business education directed to the Channel audience, as well as education for the manufacturers on industry standards, market trends, and strategic planning with the AIM Global board members. The Industry Awards Gala celebrated the achievements of the industry,



and served as a forum to recognize the Dilling and Percival award winners. End user implementation stories completed the program with insights on how RFID was being used to business advantage.

AIM Germany and **AIM EMEA** again collaborated at the **EuroID Forum** in Cologne, Germany in May to support the **AIM Pavilion** and the **Tracking and Tracing Theatre (TTT)**. The TTT was a live demonstration of a number of automatic identification technology solutions in action setting this apart as a one-of-a-kind experience.

AIM Global hosted the **AIM Global Executive Summit** in September in Washington, DC. This year's theme of privacy resonated with the 75 member executives, academicians and end users who attended and listened as industry experts profiled topics of interest, including standards, industry investment and implementation.



To support the privacy theme, AIM hosted its first **Legislative Fly-In** in conjunction with the summit. AIM members representing 14 states were matched with their congressmen for one-to-one meetings to educate staff members and form the relationships that will be key to influencing legislators as they evaluate technology legislation.

In November 2006, AIM EMEA hosted its first **EMEA Leadership Council** in Milan. This important meeting was the first step in strengthening AIM's efforts in EMEA. This important addition to AIM Global's advisors gives the European members a direct voice to the Global board and will act as a strong steering committee for European activities.

In addition to these AIM events, members and staff supported a wide range of industry conferences, symposiums, workshops and web-based initiatives.

Events that featured AIM speakers included:

- University of Arkansas Symposium
- RFID World
- CeBIT
- Smart Labels USA
- National Manufacturing Week
- RFID Journal Live
- Global Aviation
- RU Ready 4 RFID
- IDC Sensors
- AIDC Technical Institute
- Product and Brand Security RFID Forum
- PackExpo-Smart Labels: From Standards to Practice
- AIM Korea Innovation in Global Supply Chain

Additional events supported by AIM Global staff attendees included:

Global RFID ROI-United Kingdom, National Retail Federation's Big Show, Senate RFID Caucus, CompTIA Breakaway, RFID Applications, EPCglobal Annual Conference, Gitex-Dubai, and Active RFID.

Information Resource – Harnessing the Power of Our Knowledge

AIM Global is committed to delivering quality educational materials covering the full range of automatic identification and mobile computing technology solutions. These resources are tools that members, end users, media outlets, legislators, regulators, and the general public access for important decisions that will effect the growth of automatic identification and mobility solutions. AIM Global's leadership in this area was clearly seen in the statistics from our internet presence – newsletters, website and requests for links to online content and requests for proposals (RFPs).

Internet Presence

AIM Global continues to host two primary web addresses, www.aimglobal.org and www.rfid.org, garnering 2.25

million visitors in 2006 and on average, 185,000 users/month.

Additionally, the organization continues to expand our capabilities to provide special member tools and deliver member-specific content through the private access member's area of the website. By logging into

their **MyAIM** page, each individual member can now:

- Access their individual member listing
- Edit their newsletter subscriptions
- Read **Member's Only News**
- Respond to sales leads entered into the AIM Global Request for Proposal database by visitors
- Download free marketing and educational resources from the **AIM Global Document Library**
- Suggest industry experts for the **AIM Authority Speakers Bureau**

In 2006, AIM Global also introduced an online forum where AIM Global resources and online discussions are accessible to interested members.



AIM Global expanded multimedia efforts significantly with 40 podcasts produced in 2006 featuring industry executives and

technical experts from around the world. Additionally, AIM Global content is more accessible than ever before with the introduction of tools to deliver content to the desktop when and how visitors want to see things. Utilizing syndication tools, members and other interested parties can now bring the seven most popular AIM Global news sections directly to their browser. Member companies can even co-op this content onto their corporate web site.

AIM e-Newsletters

Readership of AIM's e-newsletters increased by nearly 19% in 2006, now boasting a combined circulation of nearly 17,000 readers. In 2006 there was a considerable increase in subscribers from Europe and Asia.

As the authority on our technologies, AIM Global is uniquely positioned to educate readers on the full range of technologies and help them evaluate emerging trends and understand the significance of current events. Our two publications directly and effectively provide a balanced view of the technologies, their applications, industry challenges and opportunities, and global events affecting the market for related solutions.



AIM Connections continues to be the voice of the automatic identification and mobility industry, providing insightful editorial content and links to the most significant news each month. With a mixed audience of manufacturers, resellers, and end users, this publication delivers guidance and news on the full range of data collection technologies and applications.



RFID Connections transitioned to a weekly format in 2006 and features weekly interviews with executives from the industry's leading companies along with a featured editorial, and the most relevant industry news. The **"Hear and Know"** feature includes an audio version of the executive interview- allowing subscribers to read the interview, listen to the interview online, or download it to an MP3 player.

AIM “In the News”

Regular communication was a powerful tool for your association, and AIM Global used many forms to reach out on behalf of the members in 2006. Email communications with members hit a record number, and **25 press releases** were issued on a variety of topics of interest to the industry press. A record number of these releases were pushed to a broader audience using *BusinessWire*, and this resulted in an increased volume and broader reach of requests for interviews and comment by journalists.

Some of the more significant news organizations with whom AIM Global worked in 2006 include:

- ANSI Reporter
- Business Solutions
- Chemical & Engineering News
- CIO Today
- DC Velocity
- EE Times
- GEN – genetic engineering news
- Industry Week
- Information Week
- Integrated Solutions
- The Manufacturer
- Packaging Essentials
- Port Technologies
- RFID Journal
- RFID Product News
- RFID Solutions Online
- SCAN: The Data Capture Report
- Unstrung
- UsingRFID
- Wall Street Journal
- Washington Technology

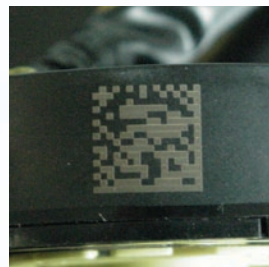
Online features in *RFID Connections* newsletter were regularly picked up by the Google Alert: RFID, and an increasing number of publications requested links to content from the AIM Global website, including podcast audio and the RFID video.

Technical Standards Work – Harnessing the Power of Member Leadership

Technical Symbology Committee

The AIM **Technical Symbology Committee (TSC)** was very active in 2006, working on the development of symbology standards and addressing the critical question of the quality of Direct Part Marking (DPM) symbols.

The TSC held four face-to-face meetings and six teleconferences during the year. Several of the teleconferences were devoted to online document editing.



A special *ad hoc* work group composed of members of the TSC, along with representatives from organizations making and reading direct part marked symbols, completed work on the **AIM Guideline for Direct Part**

Mark (DPM) Quality. Completion of this document, which is a contribution to a number of international standards, also brought about the proposal of a Compliance Work Group to develop guidelines for verifier compliance.

The committee continued work on developing complete, rigorous and consensus-driven standards for **DataStrip 2D** and **Ultracode**. Work on both symbologies should be completed in 2007.

The TSC also undertook a review of **Data Matrix** print quality assessment to resolve issues with variations in reporting of one interim quality measure from different verifier manufacturers. Work on this will be completed early in 2007.

Chair and vice-chair for 2006 were:

John Kessler, *Paxar Americas*
Rick Schuessler, *Motorola*

Chair and vice-chair for 2007 are:

Rick Schuessler, *Motorola*
Clive Hohberger, *Zebra Technologies*

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



RFID Experts Group

The **AIM RFID Experts Group (REG)** was hard at work in 2006 holding seven on-site and five teleconference meetings. REG membership includes early implementers, technology vendors, integrators, research institutions and representatives of other trade associations. The REG addresses fundamental implementation issues that are not addressed either by high-level ISO/IEC standards or compliance mandates. Many of the REG's projects have been initiated at the request of organizations requiring RFID or facing implementation mandates. REG documents offer best practice guidance and provide a foundation of realistic expectations.

During 2006, the REG completed work on three documents:

- **AIM Guideline on RFID-enabled Labels** submitted to ISO/IEC JTC 1/SC 31/WG 4/SG 5 as ISO/IEC TR 24729-1
- **AIM Guidelines on Recycling** submitted to ISO/IEC JTC 1/SC 31/WG 4/SG 5 as ISO/IEC TR 24729-2, and
- **AIM Guideline on RFID Tag and Transponder Quality** incorporated into ISO 17367.

Both 24729-1 and 24729-2 have been submitted to ISO/IEC JTC-1 as preliminary draft technical reports (PDTR).

The REG is currently finishing work on a PDTR contribution (for ISO/IEC TR 24729-3) on **UHF Interrogator System Implementation & Operations**. Dick Sorenson, LXE, leads this project team. This document should be approved in the first quarter of 2007.

Dr. Gisele Bennet of Georgia Technical Institute leads the effort to complete a document on **RFID Security**. It is anticipated that this document will be completed in early 2007.

The REG currently has an additional seven active projects:

- Regulatory
- Privacy
- Effects of RFID Radiation Health & Safety (Public Policy)
- Technology Selection
- RFID Emblem Revision and Maintenance

The REG enjoyed active participation from both Europe and Japan during 2006. An official **REG EMEA** was formed in 2006 and efforts are underway to create REG chapters in Asia/Pacific countries.

AIM Global attended the inaugural meeting of the **Radio Frequency Identification Aerospace Alignment Team (RAAT)**, a group devoted to identifying organizations with existing or developing standards for RFID pertinent to aerospace. The purpose of the group is to try to eliminate duplication of effort as well as to identify areas that need additional standardization or guidelines. This activity will likely be a REG liaison function in 2007.

The REG is chaired by Craig K. Harmon, Q.E.D. Systems, and is open to AIM members and interested representatives of user companies and other associations that wish to contribute to any existing or future projects.

SC31

AIM Global continues to serve as the U.S. Technical Advisory Group (TAG) for ISO/IEC JTC1/SC31, developing U.S. positions that are sent on to the international standards community. In addition, AIM Global has representation on SC31 and its five work groups as a direct liaison member organization.

RFID Regulatory Database

Interested members can enjoy this special subscription service. Participants in the program receive a bi-annual database containing the latest information on RFID frequency availability and limitations in more than 60 countries.

Active Committee Participants 2006

TSC

Most active members of the TSC in 2006 were:

Dick Strempski, *DataStrip*
Yuji Tsujimoto, *Denso Wave, Inc.*
Frank Sharkey, *GSI-US*
Andy Longacre, *Hand Held Products*
Sprague Ackley, *Intermec*
Rick Schuessler, *Motorola (Symbol Technologies)*
John Kessler, *Paxar Americas*
Jason Lee, *Siemens*
Clive Hohberger, *Zebra Technologies*

There were many participants in the DPM work, the most active individuals included:

Martin Morrison, *Axicon*
Carl Gerst, *Cognex*
Krisha Gopalakrishnon, *Cognex*
Kermit Bierut, *DARPA*
Lynn Butler, *Northrop Grumman*
Charlie Wilson, *Pratt & Whitney Aircraft*
Pete Ginkel, *Telesis Technologies*
Glenn Spitz, *Webscan*

RFID Experts Group (REG)

Among the most active members of the REG in 2006 were:

Toshihiro Yoshioka, *AI Research Institute, Inc. (Japan)*
Andy Holman, *Avery Dennison*
Rick Lafferty, *CDO Technologies*
Chuck Evanhoe, *Evanhoe & Associates*
Gisele Bennet, *GTRI Georgia Tech*
Bert Moore, *IDAT Consulting & Education/AIM Global*
Kazuo Kobashi, *JEITA (Japan)*
Dick Sorenson, *LXE*
Patrick King, *Michelin*
John Kessler, *Paxar Americas*
Bud Klein, *Paxar/Monarch*
Fred Hayes, *PMMI*
Rob Hougen, *PSC Inc.*
Craig K. Harmon, *Q.E.D. Systems*
Rich Vossel, *Savi Technology*
Sean Loving, *SkyeTek*
Richard M. Fisher, *SRA International/DoD*
Dan Kimball, *SRA International/DoD AIT*
J.R. (Randy) Stigall, *UPM Raflatac*
Mark Reboulet, *USAF*
Clive Hohberger, *Zebra Technologies*

Education and Public Policy Committee (EPP)

Among the most active members of the EPP in 2006:

Mark Nelson, *Savi Technology*, Chairperson
Tim Heffernan, *Motorola*, Policy Committee Chairperson
Sally Kenvin, *Wherenet*, Communications Chairperson
Lorelei Luchkiw, *Sirit*
Bob Piefke, *Appleton*
Robert Zielinkski, *Alien*



AIM 2010

Never satisfied with the *status quo*, during 2006 the AIM Global Board of Directors undertook a complete review of the Association's long term plans. Beginning in January 2006, the Board studied the foundation of the organization and confirmed **AIM Global's purpose** - "To accelerate the growth and use of Automatic Identification and Mobility (AIM) technologies and services."

Furthermore, the strategic plan creates new goal areas where the organization will focus our efforts during the next three years:

Goal 1 – Knowledge Source

AIM Global will be the globally recognized expert source for accurate, unbiased information of the application and use of all automatic identification and mobility technologies.

Goal 2 – Global Standards

AIM Global will drive the adoption of existing international standards and lead development of new standards that benefit the industry.

Goal 3 – Legislative and Regulatory Advocacy

AIM Global will positively influence global legislative and regulatory actions that will affect the use of automatic identification and mobility technologies.

Goal 4 – Engaged and Inclusive Membership Community

AIM Global will have an active, engaged and vibrant global membership community inclusive of manufacturers, distributors, and resellers.

Goal 5 – End User Awareness

There will be an increasing number of educated end users who understand the application and corresponding value of deploying automatic identification and mobility technologies because of AIM Global's efforts.

As described, **AIM Global is looking beyond** our current work to areas where more attention is needed to ensure smooth development of markets for Automatic Identification and Mobility solutions. Throughout 2007, look to get involved in this exciting transformation.

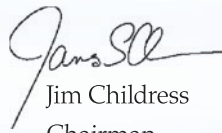
In Closing

Looking back over the past few years, the Association has undergone massive changes to increase the value and effectiveness of our industry's collaborative efforts. 2006 was a banner year of media outreach and technical guidance. Nevertheless, our new long range plans call us to reach for new heights in providing valuable programs and services that support our members' success.

AIM Global and the network of AIM Chapters around the world continue to evolve to better serve members and organizations 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, 2007 holds great promise. You can count on AIM to galvanize the membership to overcome any challenges that might lie ahead and to accelerate new market opportunities whenever possible.

Harness the power of association with AIM Global today!

Sincerely,


Jim Childress
Chairman


Daniel P. Mullen
President

2005 AIM Global Board of Directors



Mr. Jim Childress (Chairman)
President and General Manager
LXE Inc.



Mr. Hugh Dayton
VP, Bar Code Systems Engineering
Paxar Americas Inc.



Mr. Fraser Jennings
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Mr. Daniel P. Mullen
President
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VP, TI and General Manager
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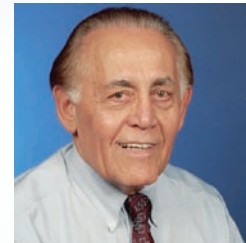
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ADC Technologies Group, Inc.



Mr. Ron Caines
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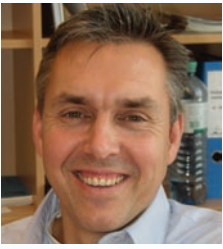


Mr. Clive Hohberger
Vice President, Technology
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Zebra Technologies



Mr. Serge Joris
Director
Markem Solutions Center (Belgium)

2006 AIM Global Staff



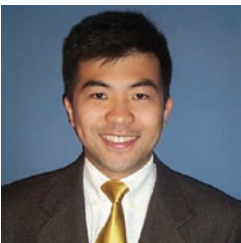
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Mr. Mike Wills
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Intermec Technologies



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