

April 3, 2018

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AIM Takes Center Stage at MODEX & RFID Journal LIVE!

Next week, AIM will play a major role during not just one, but **two**, of the industry's biggest events in 2018! Whether you're headed to Atlanta or Orlando (*or maybe both?*), don't miss the great opportunities available to you. Take a look at what's ahead...

MODEX | April 9 - 12 | Atlanta, Georgia

Tuesday, April 10th | 1:00 PM - 4:00 PM | Let's Talk About Data Capture Technologies Workshop

Featuring: Bart Ivy, Aware Innovations | Patti Blessing, Alien Technology | John Greaves, Lowry Solutions | Mike Allen, AIM

*The world of AIDC may seem complex, but with a little guidance it is easy to navigate. AIM has brought together industry experts for a series of sessions that will give you a comprehensive understanding of the technologies that support and enable IoT and Blockchain within your supply chain. After these sessions you will know some of the best practices, pitfalls and trends that are driving innovations that will directly impact how you do business. **Get agenda details or register [here](#).***

RFID Journal LIVE! | April 10 - 12 | Orlando, Florida

April 10th -12th | AIM Pavilion | Exhibit Booths 1317 - 1333 and 1416 - 1434

Visit AIM members & industry leaders to find out about the latest trends, products, services and solutions in RFID. More than 15 individual companies will be in the [AIM Pavilion](#) this year.

Wednesday, April 11th | 7:30 - 9:30 AM | 2018 AIM RFID Partnership Breakfast

Sponsored by Aware Innovations, Omni-ID, Avery Dennison & Vista IT Systems

Learn how RFID is being used to support corporate growth strategies, increase efficiencies and deliver successful results during this year's breakfast, featuring keynotes from NASA and the award-winning Cyberbadge® case study from an industry leader and innovator in RFID and IoT. You'll also be there as the final 2018 AIM & AIM NA Award winners are revealed!

*The AIM Partnership Breakfast is complimentary, designed to foster collaboration among all industry professionals and only requires a reservation to accommodate all interested in attending. Register a guest and bring a friend, or share this invitation with colleagues! **Get details or register [here](#).***

Thursday, April 12th | 9:45 AM - 10:25 AM | Using Blockchain Technology in Supply Chain Traceability Systems

Featuring: Jeanne Duckett, Avery Dennison | Chuck Evanhoe, Aware Innovations | David Krebs, VDC Research | Sowmya Varadarajan, IBM

*Blockchain enables companies to record every event or transaction within a supply chain. This information can then be shared in a secure, transparent and efficient manner. What are the challenges of implementing a blockchain system? AIM has put together an expert panel that will answer that question and more. This group of experts will share their experiences in utilizing blockchain applications with AIDC technologies, such as IoT and RFID, and discuss how blockchain improves the traceability and reliability of information. **Get details or register [here](#).***

Hope to see you in Atlanta or Orlando next week! For additional details or questions about AIM activities at either MODEX or RFID Journal LIVE!, contact AIM Headquarters by [email](#) or call +1.724.742.4470.

ISO/IEC Creates New Work Group | Focus on Development of AIDC Application Standards

ISO and IEC Joint Technical Committee (JTC) 1: Information Technology, Subcommittee (SC) 31, Automatic identification and data capture (AIDC) techniques, announced today the formation of a new Work Group (WG 8) – Application of AIDC Standards, to assist other standards committees in applying AIDC standards, develop AIDC application standards and to be the external focal point for SC31 work.

Billions of products all over the world are tagged using AIDC technologies, such as bar coding and RFID. AIDC equipment is widely used by retail, electronics, aerospace, transportation, healthcare industries, public library systems and schools for example. ISO/IEC JTC 1/SC 31 has published more than 100 International Standards and continues to develop others in this area. These standards address bar code symbologies (how a bar code is created and read), RFID air interface protocol (how an RFID tag is read), real-time locating systems, as well as unique identification and data content.

"Through the efforts of WG 8 and the liaison process, SC 31 and its range of world-class experts are ready to assist international committees developing standards which use of AIDC technologies. This will help ensure interoperability and compliance with global standards between growing sets of applications in all sectors", said Henri Barthel, Chair of ISO/IEC JTC 1/SC 31.

"The ability for SC 31 experts to address the many application areas that use AIDC technologies will allow for their wider and better use, as well as providing a useful set of resources for organizations interested in using the technologies", said Chuck Evanhoe, Convenor of SC 31/WG 8. "We can act as a resource for other standards committees, as well as assist users in their implementations of the technologies."

Inside AIM North America



AIM North America is in search of a few good leaders to serve on its Board of Directors and is currently accepting applications for its 2018 election process.

There are four (4) positions available - two, 2-year terms and two, 3-year terms starting June 1, 2018. Members may nominate an individual or themselves. Nominees must complete and submit the [Nomination Application](#) along with the nominee's current resume containing job, volunteer, and other industry related experiences.

Application Deadline: April 20, 2018

Election e-ballots will be distributed April 25. The top four (4) candidates receiving the most votes will join the Board of Directors starting June 1, 2018.

Contact AIM North America by [email](#) or phone 724.742.4473 with questions.

Featured Events

- **MODEX | April 9 - 12**
AIM AIDC Education Workshop @ MODEX | April 10
Atlanta, Georgia
- **RFID Journal LIVE! | April 10 - 12**
AIM Partnership Breakfast @ LIVE! | April 11
AIM Blockchain Technology Session | April 12
Orlando, Florida
- **IDTechEx -Emerging Technologies | April 11 - 12**
Berlin, Germany
- **AI Expo Global | April 18 - 19**
Olympia, London, United Kingdom
- **Smart Cities Week® | May 7 - 9**
Silicon Valley, California
- **RFID & IoT in the Nordics | June 7**
Copenhagen, Denmark

[SEE ALL EVENTS HERE](#)

Welcome New Member!



Systems Integrator | London, United Kingdom | Marcus Taylor - Delegate | www.silentsensors.com

Silent Sensors is an innovative provider of smart electronics for rubber, polymer and elastomer based materials, creating exciting opportunities for lifecycle management of physical assets that both increases performance and reduces total cost of operations.

The company provides products and services using RFID tags, sensors, energy harvesting and data delivery through the Cloud to in-field Apps for fast and effective use to save time, effort and money. Their solutions help companies transform their businesses to match and take advantage of changing market trends and customer preferences.

Just Released | Latest Training Video on Standards

ISO recently released a new training video on the subject of writing standards that has generated a buzz.

The presentation was created as a resource for standards writers and includes ISO drafting rules, structure and elements of a standard, tips for drafting and information on other available resources. However, it is very informative and can be especially useful for those drafting new standards.

Check out the video [here](#) and discover its value to everyone involved in the standards process!

Industry Voices & Hot Topics

[Trends that Would Elevate the Internet of Things Influence in 2018](#) | CustomerThink

[L.L. Bean Cancels Internet of Things Project](#) | The Wall Street Journal

[U.S. Can Learn from China About Internet of Things](#) | ECNS

[Why Protection is Paramount in the Age of the Internet of Things](#) | ISBuzz News

[Securing the Internet of Things: A Two-Fold Challenge](#) | Forbes

[How the Internet of Things Could Fracture Wi-Fi](#) | IEEE Spectrum

[US Consumer Product Safety Commission Asks How Dangerous is the Internet of Things?](#) | CNET

Members Only | Discounts



Don't miss out on exclusive AIM Member discounts for these upcoming industry events. Sign in to the [Members Only section](#) on AIM's website to receive get your special discount code and review all the discounts AIM has to offer members!

- [MODEX 2018](#) | April 9-12 | Atlanta, Georgia | **Complimentary registration**
- [RFID Journal LIVE!](#) | April 10-12 | Orlando, Florida | **15% off registration**
- [PACK EXPO East](#) | April 16-18 | Philadelphia, Pennsylvania | **Complimentary registration (limited exclusions apply)**
- [AI Expo Global](#) | April 18-19 | Olympia, London | **20% off registration**
- [UDI Conference 2018](#) | April 24-25 | Baltimore, Maryland | **\$100 off registration**
- [Smart Cities Week®](#) | May 7-9 | Silicon Valley, California | **10% off registration**
- [RFID & IoT in the Nordics](#) | June 7 | Copenhagen, Denmark | **15% off registration**



AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies.

AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. AIM member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration.

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