

July 6, 2017

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Welcome New Members!



Happy 43rd Birthday Barcode!

It's official...the barcode has reached middle age! Hard to believe it was a mere 43 years ago that the barcode entered our lives. For those of you who weren't there to welcome it in person, the barcode made its debut in the humblest of manners...on a pack of Wrigley's Juicy Fruit gum at the Marsh supermarket in Troy, Ohio.

Clearly, our lives have been forever changed by that day, and while the barcode may be an "oldie" it will remain an eternal presence in automatic identification & data capture. To those who helped in the development of the barcode, we say thank you and to those who have taken the theoretical aspects of those simple bars to new and exciting levels -- as well as other areas and applications -- we challenge you to keep moving forward!

Want to learn a few more interesting facts about the birth of the barcode? Check out more insider details [here](#) or [here...](#)

Inside AIM Industry Groups

The AIM IoT Committee is currently developing a whitepaper "primer" providing insight into specific terms and definitions associated with the Internet of Things. The committee's goal is to better position users on a common ground when working with or implementing IoT technologies.

Make a valuable contribution to this whitepaper! Next week, on Thursday, July 13th at 9:00 AM ET, the committee will continue their efforts to compile key terms and further discuss the content for this seminal document. Join us!

Interested in participating in this project or future IoT Committee meetings? Contact AIM Member Engagement Manager [Michael Allen](#).

Featured Events

- **AHFE Conference 2017 | July 17 - 21**
Los Angeles, California
- **RAIN Alliance Member Meeting | July 18 - 20**
Seattle, Washington
- **Retail NOW | August 6**
Las Vegas, Nevada
- **China International IoT Exhibition | August 16 - 18**
Shenzhen, China

SEE ALL EVENTS HERE

Exclusive | Get the Inside Scoop on the RAIN Alliance

The next meeting of the **RAIN RFID Alliance** will be held July 18 - 20 in Seattle, Washington. A special invitation has been extended to AIM insiders to join RAIN for an open session on Thursday, July 20th, filled with presentations from leading industry executives. Registration for the day is complimentary! Get details about the event and how you can take advantage of this valuable opportunity. [Read more here...](#)

AIM Wants YOU...to Submit that Award Winning Case Study!

Only 22 days until your chance to be part of the Class of 2017 case study winners is O-V-E-R! It's so simple to enter the **2017 AIM Case Study Competition**, but don't wait until the last minute and miss out. Who will be best-in-class in AIDC, IoT and RFID???

Get your submission started or [read more here...](#)

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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