

August 3, 2017

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Welcome New Members!

U.S. Department of Defense
Information Assurance
Research Organization



Lend Your Insight to AIM's Latest Public Reviews

AIM committees have been busier than ever this summer and their efforts are now providing opportunities for industry colleagues to review and offer feedback on two separate standards. Earlier this week, AIM opened the second public review for **DotCode**, following a robust response to the initial public review for the updated standard. [Read more here...](#)

Next week, AIM will release the first public review for the **Uniform Symbol Description - KIX** (PostNL Klant IndeX code), developed by the Technical Symbolology Committee (TSC). This uniform symbol description (USD) was produced as part of the TSC's postal code project, initiated to promote standardization within the postal code-using industry, with a goal to improve global consistency through industry standardization. Watch for the official public review announcement next week or [read more here...](#)

Inside AIM Chapters

AIM Germany has issued a special invitation for AIM colleagues to join them at **RFID & Wireless IoT tomorrow 2017** in Dusseldorf, Germany September 27-28th.

This international event will have a forum on standardization & research featuring AIM and RAIN RFID Alliance leaders as part of the Developer Day agenda on September 27th.

The event will highlight cutting-edge developments in identification, automation, digitalisation, and standardisation that support the digital transformation of all industries, from manufacturing, logistics, and retail to healthcare, and security.

RFID & Wireless IoT tomorrow 2017 is bigger than ever, with 60 exhibitors, over 80 presentations, and two days of applied developer experience and operational expertise.

[Register](#) now or contact AIM Germany Managing Director [Peter Altes](#) for more information.

Featured Events

- **Retail NOW | August 6 - 9**
Las Vegas, Nevada
- **China International IoT Exhibition | August 16 - 18**
Shenzhen, China
- **Print 17 | September 10 - 14**
Chicago, Illinois
- **VARTECH | September 18 - 19**
Orlando, Florida
- **PACK EXPO | September 25 - 27**
Las Vegas, Nevada
- **LABELXPO Europe | September 25 - 28**
Brussels, Belgium

[SEE ALL EVENTS HERE](#)

Looking to Make an Impact in the AIDC Industry? AIM Wants YOU!!!

AIM is looking for volunteers to help promote member expertise and innovation. These opportunities will offer a valuable benefit to the participants, providing both high level visibility and networking for you and your organization. Interested???

AIM needs a few good men and women to represent AIM as a featured speaker at a variety of upcoming events where AIM is collaborating with industry partners. Examples of events include APICS, IDTechEX IoT, NRF, APEX Expo, HIMSS, MODEX, PACK EXPO East and Food Safety Summit.

If you would like to be part of the the AIM Speakers Board, let us know! [Complete a brief speaker profile form here...](#)

AIM Communications Channel a New Look

While it seems hard to believe 2017 is more than halfway over, the past seven months have certainly seen the new AIM brand make its mark. Another milestone was reached last month when the **AIM Matters** newsletter was reintroduced after a hiatus for a much needed refresh. Hopefully, you had the chance to read the issue which introduced some new features that AIM believes will provide its members and industry partners better connections to what's happening in the global AIM community. Look for more in the next issue, coming to your mailbox in September.

Here's a brief recap of how AIM communications to members and the industry have evolved...

- **AIM Alerts** | Periodic eblasts containing critical or time sensitive information (i.e. RFP opportunities)

- **AIM Insider** | Semimonthly news eblast with the latest AIM happenings
- **AIM Matters** | Bimonthly newsletter focusing on in-depth hot topics & industry information
- **AIM Events** | Invitations & announcements promoting AIM educational & informational activities
- **AIM News Release** | Formal announcements for news from AIM headquarters

In addition to the publications, all AIM chapters and committees have new personalized logos. AIM members making presentations related to AIM initiatives now have access to new PowerPoint templates, designed for simple updates and a consistent appearance. In the coming months, the AIM website will also undergo a major facelift, so be sure to stay tuned!

But wait...there's more! Work is already underway for our premier publication, **AIM 2017 | Year in Review**, slated for release in January 2018. Want to get in on the sponsor options to guarantee best placement? Don't wait! Contact [Cynthia Troup](#) at AIM for early bird access to the best opportunities.

Remember, together we're *advancing identification matters!*

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.

Your current registration profile indicates you wish to receive this newsletter. If you prefer not to get AIM Insider, please edit your subscription profile or unsubscribe below.

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