

August 16, 2017

IN THIS ISSUE

- **RAINing in Seattle**
- **Help Make Virtual Events Reality**
- **Inside AIM Industry Groups | Public Reviews**
- **Featured Events | AIM & Industry**

Member Spotlight



Manufacturer | Delafield, Wisconsin | Pat Cairns - Delegate
www.matrixmedical.co

Matrix IT is a healthcare information technology company leading the industry in providing real-time medical UDI documentation and tracking solutions in the "sterile field" of the operating room. Tractus' AIDC technology captures and documents UDI implant information at the point of care then securely shares this information with the hospital's EMR and supply chain information systems.

It was RAINing in Seattle

RAIN, the UHF RFID Alliance which is part of AIM, held its ninth face-to-face meeting a few weeks ago in Seattle, Washington, USA. The meeting was hosted by Amazon and Impinj with extra sponsorship from Aware Innovations, Logopak, NXP, SML, and Zebra. Over 260 people from all over the world attended this RAIN Alliance 3-day meeting.

Three fun filled days included many presentations about RAIN technology being used in a variety of markets, with a focus on healthcare during the final day (open to non-members). As well as the meetings, the attendees had the chance to participate in a "Fun Run" around Green Lake that raised \$650 for the World Heart Federation in memory of Ken Traub, and the chance to dine at the world-famous Seattle Space Needle (hosted by Impinj). After a great dinner, we had the chance to visit the top of the Needle and look out on the surrounding area. Fantastic views.

Presentations from the event are now available to interested individuals on the RAIN website [read more here...](#)

RAIN's next event is 24-26 October 2017 in Shenzhen, China, hosted by Invengo. Details for this event are being released as finalized on the [website](#), with registration opening shortly.

2018 events are also being discussed with the following provisional details: March 2018, USA (probably California), late June 2018, Europe (Germany or Austria), November 2018, Asia (possibly Bangkok).

If you are involved in passive UHF RFID, you should join the more than 150 companies that are already members of the RAIN Alliance. Contact RAIN President [Steve Halliday](#) or visit the [RAIN website](#).

Inside AIM Industry Groups

DON'T FORGET...the 30-day public review period for two significant standards is drawing closer each day. All AIM members and industry partners are reminded to offer their thoughts on one -- or both -- of the standards recently release by AIM committees before the upcoming deadlines.

[DotCode](#)

Second Public Review following July 2017 update

Deadline - September 1, 2017

[Uniform Symbol Description - KIX](#)

Initial Public Review for postal code symbology

Deadline - September 7, 2017

For detailed information, visit [AIM Public Review](#) before time runs out, or contact Member Engagement Manager [Mike Allen](#).

Featured Events

- **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
- **RFID & Wireless IoT tomorrow | September 27 - 28**
Dusseldorf, Germany

[SEE ALL EVENTS HERE](#)

Help Make AIM Virtual Events Reality!

Both the **AIM Webinar Series** and AIM's **Hear & Know Podcast Series** offer members, as well as industry partners, FREE access to education and knowledge on hot topics along with insider perspectives from industry executives, not to mention the latest innovations and technologies in the automatic identification and data capture global marketplace.

AIM is looking to add additional educational content to its Webinar and Podcast series as the schedule is set for the

remaining months in 2017 and in 2018. To assist in this effort, a call for presentations and/or ideas is being issued. Help us find industry executives (podcasts) and hot topics (webinars) to spotlight.

If you know an industry executive AIM should interview or have a project that involves cutting edge innovation or technology that needs to be shared, here's your chance! [Submit your idea 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.

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.

All opinions expressed, unless otherwise stated, are solely the opinion of the author(s), and do not necessarily represent the opinions of AIM, Inc., its partners, chapters, or sponsors.

Any reproduction of materials requires written permission from the publisher and author(s).

All content copyright © 2017 AIM, Inc.



www.aimglobal.org
info@aimglobal.org