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IN THIS ISSUE

- **A View From the Top | Dr. Ted Prusik**
- **Committee Connection**
- **NEW Member Spotlight | NOVEXX Solutions USA**
- **Standards Issue | History & Development**
- **Event Essentials & Extras**
- **Chapter Spotlight | AIM China**
- **Industry Voices & Hot Topics**

Committee Connection

AIM has created a **Value Proposition Committee** to develop new and innovative ways in which to strengthen the value AIM brings to its members and the industry.

If you would like to volunteer, contact Member Engagement Manager [Mike Allen](#) for more information.

A View from the Top | Dr. Ted Prusik | Temptime



In today's ever changing global marketplace, good leadership is a critical factor in success. But what makes a good leader? Ask a hundred people and it is likely you will get almost a hundred different responses. Often words like vision, integrity, courage, empathy, flexible, passionate, innovative, humility, tenacity and inspiration make the list.

Within AIM member companies, as well as the AIDC industry, great leaders can mean the difference between success and mediocrity. In this and future issues, AIM Matters talks to the leaders who are making a difference in A View from the Top.

Today we introduce you to [Dr. Ted Prusik](#), Senior Vice President of [Temptime](#), a leader in temperature monitoring devices dedicated to improving global health, headquartered in Morris Plains, New Jersey. Dr. Prusik, who began his career as a research investigator in physical chemistry, co-founded Temptime in 1987. He holds 21 U.S. patents (issued) with 14 patents pending. In this issue of AIM Matters, Dr. Prusik discusses a very unique technology being developed, his thoughts on the AIDC industry and Temptime's history. [Read more here...](#)

Welcome New Member



Manufacturer | Beavercreek, Ohio | Shawn Minehart - Delegate | www.novexx.com

NOVEXX Solutions USA represents the German-based company in the United States. It is a global leader for all needs in terms of printing, labeling and print & apply solutions, including a comprehensive range of labeling materials. NOVEXX Solutions originated from Avery Dennison, the inventor of the self-adhesive label, and was acquired by L. Possehl & Co. mbH Group in 2015. Today, it serves the market with 11 locations around the globe.

Standards Issue | Valuable Insight on Standards Today



Dan Kimball serves as the "voice" of standards for *AIM Matters*. His recurring column, *Standards Issue*, addresses inquiries or the latest happenings in the world of standards that you need to know. If you have a topic or question for Dan to address, email [Standards Issue](#).

Understanding the History & Development of Standards

The earliest "standard" would be language, either written or oral. People agreed that a certain sound or symbol had a meaning that they agreed on. As language became more complicated with the ever-expanding vocabularies, there came a need for grammar, and so was born the syntax and semantics of language. Architectural lessons were recorded and would become engineering principles. It makes you wonder [read more here...](#)

Event Essentials & Extras

Whether it's a save the date or an opportunity to get valuable discounts, AIM has exclusive extras. To get additional details on the items listed here, or to view the entire list of opportunities, visit [AIM & Industry Events Calendar](#).

AIM Pavilion @ LIVE! 2018 | April 10 -12, 2018 | Orlando, Florida, USA

Interested in being a part of the AIM Pavilion at RFID Journal LIVE! 2018 in Orlando next April? Only **4** spots remain and will be available on a first-come, first-serve basis. Contact [Mary Lou Bosco](#) to reserve your spot and take advantage of the special exhibit rates available only to AIM members.



RFID in Aerospace and Defense | December 13, 2017 | Arlington, Virginia, USA

Get 15% off registration using AIM Member discount code "AIM" | [Register now](#)

Chapter Spotlight

China

Tang Cheng - General Secretary
Beijing, P.R. China
www.aimchina.org.cn

Learn more about AIM China, its members and the work being done there by clicking on the chapter logo below.



Industry Voices & Hot Topics

[Barcode Label Printer Market by Application Analysis, Regional Outlook, Competitive Strategies & Forecast by 2022](#) | MilTech

[Zebra to Bring Live Football Tracking on NFL Gamedays with RFID Chips](#) | CBSSports.com

[Will the End of Net Neutrality Crush the Internet of Things?](#) | Network World

[Passive RFID Sensors Overtake Battery Assisted RFID Sensors](#) | Electronic Products & Technology

[Barcode-driven Product Tracking Leads the Way in Enabling Seafood Traceability](#) | Seafood Source

[The Internet of Things Just Got Even More Unsafe to Use](#) | Forbes

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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