

February 2018

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The votes are in...Meet the winners!
March 7th | [Connections Summit 2018](#)

Executive Insights | Trends & Opportunities in 2018

A few weeks ago, *AIM Matters* reached out to several individuals who lead successful companies for their thoughts on the AIDC industry, the business community and the world economy during 2018. The executives were asked about trends, issues and opportunities. Some of their responses will have you nodding your head in agreement, while others may surprise you.

The executive panel included: **Chuck Evanhoe**, President & CEO of [Aware Innovations](#), a system integrator headquartered in Dayton, Ohio, and current Chairman of the AIM, Inc. Board; **Peter Lambert**, Managing Director & Founder of [HAL Systems](#), an independent software vendor located in Greensboro, Georgia and **Shi Yu**, CEO of [Beijing REN JU ZHI HUI Technology Co. Ltd.](#), a system integrator in Beijing, China as well as [Auto Data Corporation](#), a consulting firm located in Reston, Virginia.

Read what they are saying [here...](#)

Welcome New Members!



Independent Software Vendor | West Perth, Australia | Nisarg Shah - Delegate | www.ecsg.com.au

ECSG (Enterprise Connected Solutions Group) is Australia's premier provider of integrated End-to-End WLAN (Wireless LAN), RTLS (Real Time Location System) and RFID (Radio Frequency Identification) solutions, dedicated to designing and implementing cutting edge technology. We don't just want to be in the game – we want to change it. We're at the forefront of development in RFID technology that provides our clients with the visibility and functionality to control their assets and ensure the safety of their staff.



Government Agency | Washington, DC | Courtney Lang - Delegate | www.trade.gov

The International Trade Administration is an entity of the U.S. Department of Commerce. Its role is to assist U.S. companies export their goods overseas and help tackle any trade barriers that may arise through commercial diplomacy. Current portfolio covers mobile/wireless devices, particularly ICT hardware.

Inside AIM Industry Groups

Second Postal Code Public Review | [Technical Symbology Committee \(TSC\)](#)

AIM's Technical Symbology Committee (TSC) announces the second Public Review Draft of the **Uniform Symbol Description (USD) - KIX (PostNL Klant Index code)** developed by the TSC as part of their postal code project, which promotes uniform descriptions.

The AIM USD symbol, otherwise referred to as KIX, is a height-modulated bar code that encodes the 10 digits and 26 letters of the English alphabet. The name, KIX, is derived from the Dutch "Klant Index" (Client Index). A KIX symbol encodes the postcode and house number information for mail addresses in the Netherlands. It is a compact representation of the destination address used for automatic sorting of mail. **Review the latest draft & share your comments [here](#).**

Volunteers Needed for New IoT Projects | [Internet of Things Industry Group \(IOT\)](#)

For 2018 AIM's IoT industry group's mission is to develop educational materials promoting the importance and role that automatic identification and data collection technologies play in the Internet of Things. The work groups will develop strategies to accelerate the understanding of the use of AIDC in IoT. **Learn more about the initiatives [here](#).**



Registration Deadline | Wednesday, February 28th

Due to security requirements at all Google facilities, attendees for Connections Summit 2018 **MUST** be registered by close of business on February 28th. *Haven't registered yet?* Guarantee your seat [now](#).

NO EXCEPTIONS WILL BE PERMITTED! | NO ON-SITE REGISTRATIONS AVAILABLE!

[Event Overview](#) | [Agenda](#) | [Speakers](#) | [Networking Receptions](#)
Check out all the event details [here...](#)

Special thanks to our sponsors!



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](#).

Why We Need Standards

Every once in a while, if you really want to be amazed, stop and think about all the things we take for granted and depend on that simply would not exist if it weren't for [read more here...](#)

Featured Industry Events

Many offer exclusive discounts for AIM members! Visit the [Members Only](#) page for details.



Chapter Spotlight



Germany | Austria | Switzerland

Peter Altes - Managing Director
Gabi Walk - Office Manager
Lampertheim, Germany
www.aim-d.de

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

Industry Voices & Hot Topics

[Phil Wennblom Appointed JTC 1 Chairman](#) | IEC Tech

[AIDC Opportunities & Forecasts Through 2022](#) | VDC Research

[Amazon Patents Wristband to Track Workers](#) | Fox News

[PA Connects 5,000 State Vehicles to the IoT](#) | statescoop

[Is Blockchain the Key To A Sustainable Energy Future?](#) | 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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