

September 2017

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Committee Connection

AIM committees represent all aspects of the industry. Each develops and delivers not only cutting edge initiatives within the industry, but provide opportunities for setting trends, standards and advocacy to strengthen the automatic identification & data capture global community.

Find out what AIM committees are doing today. [Read more here...](#)

Meet the Class of 2017 | Matrix IT Medical, SAIT s.r.l. and Videx Take Top Honors

If the number of submissions for AIM's 2017 Case Study Competition is any indication, the automatic identification and data capture industry continues to find innovative ways to improve existing technologies, all the while introducing unique, cutting-edge technologies to the global marketplace. Opportunities for AIDC adoption and implementation are constantly evolving, and the winners of this year's Case Study Competition are just a few leading the charge.

It is with great pleasure that AIM congratulates the winners who make up the Class of 2017!

Automatic Identification & Data Capture (AIDC)

Matrix IT Medical Tracking Systems | *Direct-Part Marked Hospital-Sterilized Medical Implants with Tractus™*

A game changer for standards and verification of small data matrix codes. The Tractus case study evaluates the effectiveness of placing a high speed, high resolution camera into the sterile field of the operating room to scan & track small data matrix codes laser etched onto medical implants. Tractus identifies each implant before an operation, then integrates with hospital electronic health record systems, allowing seamless data transmission while benefiting patients, medical staff, surgical facilities, payers and government agencies, to name just a few. [Read more...](#)

Internet of Things (IOT)

SAIT s.r.l. | *Alessandro Gherardi "Tailor-made" NFC*

In production, a 1TrueID NFC washable tag is encoded with univocal data related to a single custom-made shirt that it is applied to the item, allowing the seller and customer, alike, to easily re-order shirts using smartphones that read the embedded tag. In addition to the convenience and the ability to offer a single item's warranty of originality and dealer traceability, it creates a personalized experience and link that engages a customer and promotes future sales. [Read more...](#)

Radio Frequency Identification (RFID)

Videx | *CyberBadge*

Independent dump truck drivers and their material loads were only being tracked and paid for using a paper system. These papers could go lost or untracked, and a staff was needed to be hired just to manage. CyberBadge enabled companies to go paperless with an easy tracking system. Contractors are able to receive real time data consistently in the field, decreasing fraud, saving the public money, and drastically reducing costs. [Read more...](#)

AIM will be working with each of the winning organizations to bring their respective case study to audiences in the coming months at a major industry event and plans are underway to honor each during the 2018 AIM Awards Luncheon at AIM Summit 2018.

To read any of the full case studies, visit [AIM Case Study Competition](#) or download your copy at the [AIM Store](#).

Member Spotlight



Consultant | Stephenson, Virginia | Steve Halliday - Delegate | www.hightechaid.com

High Tech Aid is a consulting company specializing in automatic identification and data capture (AIDC). Our goal is to provide you with the website and the service that have the answers on education, training, and standards. If you are interested in RFID, barcode, magnetic stripe, smart card, biometrics, or other AIDC technology, as well as information about AIDC standards, High tech Aid can help you find the answers.

Standards Issue | Valuable Insight on Standards Today



AIM welcomes Dan Kimball, a well-known and highly regarded expert in standards within the automatic identification and data capture international community, as a featured columnist to this publication. Dan began his career in the U.S. Navy more than 30 years ago before becoming a Principal at SRA International and Technical Advisor to US TRANSCOM on standardization matters. In 2013, Dan was elected Chairman of ISO/IEC JTC 1/SC31, a position he held until his retirement this June. Through the years Dan has been extremely active in AIM, holding multiple leadership positions, receiving numerous awards and as a key resource on standards in the AIDC industry.

We are pleased to have Dan as the "voice" of standards for *AIM Matters*. In the coming months, the *Standards Issue* column will address your 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.

In his first column, Dan sets the stage for all standards knowledge with a dear memory...

What constitutes a standard?

When I attended my first standards meeting back in 1996 my deer in the headlights look must have been pretty obvious. Sitting in a room with people speaking a language that made no sense, using terms like opacity and x-dimension as if any second grader should know what they meant, I was dumbfounded. Oddly, my salvation came from an unexpected source. [Read more here...](#)

RSVP Today! | AIM Partnership Breakfast at PACK EXPO

Tuesday, September 26th | 7:30 AM | Las Vegas Convention Center

Keynote Speaker | Jeanne Duckett | Manager - Technology Development | Avery Dennison RBIS
Traceability - Key to Providing Transparency & a Visible Supply Chain

Join AIM and industry colleagues to start your day at PACK EXPO 2017 on the right foot. **This event is complimentary**, designed to foster collaboration within the industry. Invite a friend or colleague and [register now...](#)

Underwriting support provided courtesy of



Chapter Spotlight



Russia

Georgy Nasonov - Chief Executive Officer
Grigory Slusarenko - Executive Secretary
Moscow, Russia
www.aim.ru

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

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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Industry Voices & Hot Topics

[MIT's RFID Drone Inventory System Could Save Retailers Billions](#) | Geek.com

[Bon-Ton Leverages RFID to Bolster Inventory Visibility, Improve Omnichannel Execution](#) | WWD

[RFID Market to Top \\$11 Billion in 2017](#) | Labels & Labeling

[Can U.S. Lawmakers Fix IoT Security for Good](#) | Network World

[Asset Tracking IoT Device Market to Triple by 2022](#) | Mobile Experts

[New iPhone App Helps Blind "See" Products Based on Barcodes](#) | TIME



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