



2008  
Speaker Summary

## **The Road Ahead- Leading Analysts Speak Up**

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### **Mike Liard**

Research Director, RFID & Contactless  
ABI Research

Liard provides ABI Research clients with strategic insight and analysis on the RFID and contactless market, based on a deep understanding of industry dynamics, end-user applications, and enabling technologies. His research focuses on RFID and contactless equipment and software, integration issues, and vertical markets.

Before joining ABI Research, Liard was most recently practice director for RFID/Automatic Identification at Venture Development Corp (VDC), where he pioneered the company's RFID market research for six years. He has authored more than 20 reports on RFID and AIDC-related topics, is a regular commentator for the industry press, and is a frequent speaker at industry conferences.

Prior to VDC, Liard worked at Accenture, where he was a Change Management Analyst in the firm's Organization and Human Performance practices. He holds a BA in political science from Providence College.

### **Chris Quilty**

Senior Vice President - Equity Research  
Raymond James & Associates

Mr. Quilty has covered technology and specialty manufacturing companies since joining Raymond James in 1996. His research efforts currently focus on companies in the bar code industry and enterprise mobility solutions. In addition, Mr. Quilty also covers the defense electronics sector, where he has twice been recognized by *The Wall Street Journal* as a "Best on the Street" analyst, including a first place finish for 2004.

Mr. Quilty holds a Bachelor of Science degree in systems engineering from the U.S. Naval Academy and an M.B.A. from the University of Chicago. Prior to joining Raymond James, Mr. Quilty served five years as a deep-sea diving officer in the Navy special operations community.

### **Michael Wolfe**

Principal  
North River Consulting Group

Wolfe is widely respected as an expert on chain of custody issues including mechanical seals, e-seals, and technology trends related to smart containers. He

has written independent analyses of the mechanical seal industry, trends in the technology and market development for "smart containers," and of the technology and value of e-seals. He drafted the document that became the WCO Seal Integrity Programme and the "Target Capabilities for the Future Smart Container."

He is an active contributor to ISO standards for mechanical seals, e-seals, and supply chain security as well as RFID tools for supply chain productivity.

Mr. Wolfe has been a Principal of the North River Consulting Group for ten years. Earlier, he managed the Intermodal and Logistics Systems Division at the US Department of Transportation's Volpe National Transportation Systems Center.

### **Reik Read, Moderator**

Senior Research Analyst  
Robert W. Baird

As Baird's senior analyst, Read covers EMS and Electronics and Supply Chain technology. Prior to joining Baird in 2000, Read was an analyst with B.C. Ziegler. Previously, he was a management consultant with Ernst & Young.

In 2006, Read was recognized among the Best on the Street by The Wall Street Journal, ranking first in the Electronic & Electrical Equipment sector. In the 2005 Forbes.com/StarMine Analyst Awards, he ranked No. 1 for his stock-picking skills in Electronic Equipment and Instruments. He received both a BS in Economics and an MBA from the University of Wisconsin-Madison.

## **Standards that Impact the AIM Industry**

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### **Rick Schuessler**

CTO - Standards  
Enterprise Mobility Business unit of Motorola (formerly Symbol Technologies)

Mr. Schuessler has 24 years work experience in the Auto ID industry. He represents Symbol/Motorola at all of the major U.S. and international technical forums on barcode technology and the Automatic Identification industry, and a number of RFID committees as well. He has been a member of AIM's Technical Symbology Committee (TSC) since 1992 (and was Chair of the TSC during 1995 and 2002, and 2007). More recently, Schuessler has also assumed responsibility for Symbol/Motorola's participation in the major RFID committees under AIM, EPCglobal, and ISO/IEC JTC1 SC31.

Schuessler is the principal inventor of several bar code symbologies, including MicroPDF417, TLC39, and Scanlets™, and is a co-inventor of the EAN/UCC Composite Symbology. Most recently, he developed a data compaction and data-access method called Packed Objects, which is being incorporated in ISO RFID standards, and is also being evaluated by EPCglobal and AIM for use in RFID and high-capacity bar codes.

Before taking on his various R&D roles, Schuessler directed Symbol Technologies' Engineering Quality department. He received a BS in Psychology from Vassar College in 1974, and later received an Electrical Engineering degree from the State University of New York at Stony Brook.

**Craig Harmon**

President and CEO  
Q.E.D. Systems

With over 25 years of proven experience in the information systems industry, Harmon is among the leading experts on RFID standardization in the world. He chairs the ISO committee addressing RFID applications in the supply chain.

He chairs AIM Global's RFID Experts Group and the U.S. group developing the U.S. positions for ISO RFID standards. He serves as an officer in numerous ANSI, ISO and JTC 1 groups and the liaison to ITU and ETSI.

Harmon participates in the specification development of EPCglobal. He has written substantially on the topic of RFID, is the author of four books on data collection technology, including *Reading Between The Lines* and *Lines of Communications*, and is a keynote speaker at international RFID symposia. He provides the content for the web site "autoid.org". He was the 2004 winner of the Richard R. Dilling award.

He earned a bachelors in Business Administration for the University of Iowa.

**Gay Whitney**

Standards Director  
EPCglobal

Ms. Whitney is currently EPCglobal Standards Director leading the development effort to create common global standards for the use of the Electronic Product Code (EPC) and RFID that can be utilized broadly across industries and throughout the world.

She held management positions in Merchandising, Supply Chain Operations and Information Technology with Saks Fifth Avenue and Saks Incorporated. As VP of Merchandise Technology and Systems Support, she led efforts to transform critical business processes utilizing technology and cutting edge process re-engineering techniques.

In 2000, Ms. Whitney formed Incite! Consulting, a specialty consulting firm that specializes in providing Strategic Planning and Technology Selection/Integration guidance to the Retail and Manufacturing Industries.

**Fraser Jennings, Moderator**

Vice President, Standards and Regulatory Activities  
Savi Technology

As Vice President of Standards and Regulatory Activities for Savi Technology, Jennings is responsible for ensuring regulatory and standards compliance, as well as identifying and executing plans for developing emerging standards in the RFID market, including ISO and EPC global activities. He is also responsible for working with regulatory bodies to help influence modifications to established regulations for RFID technology.

Jennings has extensive knowledge of RFID and related applications. He has been involved in many aspects of RFID from standards setting to regulatory to product

development and project management. He has over 11 years of standards development experience and was part of the first ANSI RFID standards setting body.

Jennings held the rank of Lieutenant Colonel (USAF) after serving 24 years in a number of capacities for the military, including Acquisition (Program Management, Contracting), Education and Training and Missile Operations.

He earned a degree in Business Administration from the University of La Verne and an MBA from the University of South Dakota.

## **Spanning the Globe – An International Perspective**

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### **Mr. Ashish Bhutani - India**

Vice President  
AIM India

As a technocrat with a degree in Electronic Engineering from Delhi College of Engineering, Mr. Bhutani has been a successful entrepreneur, has promoted four successful IT companies, each a leader in its field, namely: Bar Code India Ltd., a system integration company in Bar Coding and RFID ([www.barcodeindia.com](http://www.barcodeindia.com)); Omnia Technologies Pvt. Ltd., an RFID tag manufacturing company ([www.omniatags.com](http://www.omniatags.com)); Ashbee Systems Pvt. Ltd., a manufacturer of Electronic Weighbridges ([www.ashbee.com](http://www.ashbee.com)); and Ashbee Fibre Optics, a networking company engaged in installing fibre optic networks for IT and telecom.

Mr. Bhutani has been instrumental in introducing bar coding, data capture and RFID technology in India and for taking Bar Code India to a leadership position in India. He has served on the leadership team of a number of organizations, including AIM India, AIDC Technologies Association of India, and Confederation of Indian Industry.

### **Dr. Lon Chen – China**

Vice President  
Shenzhen SYSCAN Technology Co., Ltd.

Dr. Lon Chen is a veteran in the IT industry, having served in leadership roles for several dominant industry players in networking and IT both in Silicon Valley and China.

In 2005, he founded O-COM in China and merged the company with Syscan in late 2006. Dr. Chen was awarded one of the 100 Most Influential Leaders in the mobile industry in China for 2006.

He was previously the co-founder and CEO of Acamar Systems, a California company which was successfully invested by Intel Capital in 2003. Prior to Acamar, Dr. Chen served as senior manager of Cisco Systems, one of the world's leading networking companies.

**Mr. Marcos Honda - Brazil**

Managing Director  
ACURA Technologies Ltd.

Prior to ownership of ACURA Technologies Ltd., Mr. Honda worked as a sales executive at Diebold Brazil (six years), IBM (two years), Epson (two years) with a concentration in Banking and Commercial and Industrial Automation. Since the mid 1990s, Honda has worked more on Identification Technologies, starting with bar code and finally moving into RFID.

Mr. Honda introduced the SmartLabel concept in Brazil in 2000, at Scantech Brazil in a joint effort with Texas Instruments. Since then, they've positioned their actions on more pragmatic use of RFID in South America, with real-world projects including car immobilizer systems, security and access control, animal Id, industry and logistics.

Honda is active with EAN Brazil (GS1) where he is a member of the EPCglobal committee. He has earned Marketing, Electronic and Business Administration degrees.

**Mr. Matt Schler, Moderator**

Vice President, General Manager, Fixed Position Retail Scanning Business Unit  
Datalogic Scanning

Schler brings over 30 years of AIDC knowledge and experience in product development and business management to the table.

Schler's history with Datalogic began in 1976 in manufacturing with Spectra-Physics Inc.; in 1986 he rejoined the Eugene-based former PSC operation in engineering. Schler has been instrumental in leading the company's technology development organizations to market leading product designs and innovations. He is also a key contributor to the Intellectual Property portfolio of the company via several awarded patents.

In addition to his business unit leadership role at Datalogic Scanning, Schler has held various management roles and significant leadership positions in product engineering, technology development, program management, and manufacturing engineering in the R & D organizations of Spectra-Physics, Percon, PSC, and Datalogic.

Schler received his Bachelor of Science degree in Electrical Engineering from the University of Colorado.

## **Medicine, Ammunition and Milk-A Look at Vertical Markets**

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### **Jeff Fontaine – Healthcare**

Business Development Manager, Healthcare  
Zebra Technologies

With more than eight years of experience in the healthcare technology field, Mr. Fontaine has an extensive background in sales, marketing and business development. He is responsible for Zebra's sales in the North American healthcare vertical market, which includes the acute care, sub acute care, and long term care segments—focusing on bedside medication delivery, point of care specimen labeling, and pharmacy and laboratory departmental printing in hospital and healthcare delivery systems.

During his tenure at Zebra, Mr. Fontaine reformed the healthcare sales strategy by focusing on channel partners and key end-user segments resulting in triple-digit sales growth for thermal print solutions. Previously, Mr. Fontaine held several positions at Lexmark International, where he managed healthcare sales, product management and vertical market strategies. He was also instrumental in the development of a new business unit enabling the sale of managed services and professional services.

Mr. Fontaine received a bachelor's degree in business management from Baylor University.

### **Paula Rosenblum – Retail**

Managing Partner  
Retail Systems Research

Ms. Rosenblum is widely recognized as one of the top analysts in the retail industry. She formerly served as Vice President of Research and Content at Retail Systems Alert Group (RSAG), and as Vice President of Aberdeen Group's Retail Research practice.

She was also retail research director for AMR Research. Previous to that, Ms. Rosenblum spent over 20 years as a retail technology executive and CIO.

She is a member of the American Apparel and Footwear Association's Supply Chain Leadership Council, and a member of the advisory board for its semi-annual Material World trade show.

Rosenblum received her MBA from Northeastern University, with a major in management of High Technology firms.

### **Mark Reboulet – Government**

Automatic Identification Technology (AIT) Program Manager  
USAF

Mr. Reboulet has been assigned to the Air Force Material Command at Wright-Patterson AFB as the AF AIT Program Manager since 1994. He has sponsored multiple AIT projects which incorporated automated data collection techniques that include linear bar codes, two-dimensional bar codes, smart cards, radio frequency

identification, radio frequency data communications, optical memory cards, voice recognition, contact memory buttons, satellite tracking and biometrics identification.

Mr. Reboulet was selected to the ADC 100 in 1998 and was recognized as a top 100 federal executive in 2001 by Federal Computer Weekly. He has been a featured speaker at over 100+ DoD National/International AIT conference and seminars including SCAN TECH, FRONTLINE, SCAT Card Tech/Secure Tech, Society of Logistics Engineers, DoD Depot Maintenance Conference, AF Armament Conference Society of Automotive Engineers, NATO Asset Tracking Seminars and DoD UID Forums.

He has actively participated on several AF, DoD, American National Standards Institute (ANSI) and International Standards Organizations (ISO) committees. He was elected Chair of ANSI MH10 Sub Committee 8 in Jan. 2005 and also serves as a member of the ANSI MH10.8.2 (ISO 15418) Data Identifier maintenance committee.

Reboulet received his BBA Marketing - University of Cincinnati and an M.S., Logistics Management - Air Force Institute of Technology.

**Peter Collins, Moderator**

Founder and President  
A2B Tracking Solutions

Mr. Collins, Founder and President of A2B Tracking Solutions, Inc., providers of innovative turnkey solutions to time-sensitive tracking challenges, is an expert in bar code, and automatic data collection (ADC) technologies and has become recognized as one of the country's foremost experts in UID compliance. This expertise grew from his development of successful Newton MessagePad products and continued with bar code and automatic data collection (ADC) applications on the Pocket PC and Palm OS platforms. He has particular expertise in the area of mobile computing utilizing bar code scanning and radio frequency (RF). He has consulted on the streamlining of operations in many industries including insurance, financial, manufacturing, telecommunications and the federal government.

Mr. Collins holds a BS in Electrical Engineering from the University of Rhode Island.