

Dr. Pui Yi (Anna) LAU
AIM, Inc. Board of Directors
CEO & Chief Technology Officer | Laxcen Technology | Hong Kong

Best thing about your current position? Planning and developing new innovative products for Laxcen

Previous positions held?

Invengo Technology - Technical Director

Infocomm Research / Agency for Science, Technology & Research (A*STAR) – Scientist

City University of Hong Kong – Research Fellow

First job? Research Fellow at City University of Hong Kong

Least favorite/worst job? Research Fellow – although interesting, the focus was publishing journal papers and I couldn't see the results of the research deployed to the real life.

Who do you consider your professional mentor? Professor Edward Yung, my PHD supervisor who was keen on RFID new technology development and introduced me to valuable RFID knowledge.

Most valuable advice received. Professor Yung was persistent that all research must be relevant to the industry, hand-in-hand with the technological changes in the industry that make lives better.

How do you like to spend your free time? With family, hiking

If you could have dinner with 3 people who would you choose? Former Prime Minister of Singapore Lee Kuan Yew, AI Expert Kai-Fu Lee & Charles Walton, the father of RFID

People would be surprised to know that I ...am good at cooking!

Why did you get involved with AIM? Initially, I was a member of the RAIN RFID Alliance for several years and as the mother organization of RAIN, AIM provided an expanded network.

What would you identify as the 2-3 most important responsibilities of a Board member? Guide AIM strategic direction, policies, financial health, vision and mission.

What do you consider the most valuable aspect of membership in AIM? The significant useful resources from the various industry groups under the umbrella of AIM.

From your perspective, what do you see as:

the greatest challenges to the AIDC industry on a global basis? Competition. Traditional AIDC faces competition with other technologies such as visual, AI, etc. Pricing is also becoming very competitive.

the greatest opportunities for the AIDC industry on a global basis? Rapid growth of RFID being used in aviation, especially in China.

the “next big thing” or trend in the AIDC industry? Combining traditional AIDC with ‘new’ tech (sensing, AI, etc.). UHF RFID is also going to be more popular and more applications are coming.

Any special message you would like to share with AIM members? The future is very favorable, but we must unify the industry with standards, deliver on future promises and convince end users of the technology's benefits,