



**Advancing  
Identification  
Matters**

## **An Industry Full of Promise**

Chuck Evanhoe, AIM Chairperson

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December 2020 | Engage Again

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# AIM Anti-Trust Policy

It is the policy of the AIM Inc. to conduct its operations in strict compliance with the antitrust laws. No AIM activities shall create even the appearance of a violation of the letter or spirit of the antitrust laws. This policy prohibits any discussion at AIM's meetings of unpublished commercial terms of sales, unannounced product development or unpublished cost and revenue data of a member. It is not appropriate for members to discuss competitive business terms with an intent to explicitly or implicitly form an agreement or understanding which restricts the exercise of independent business judgement, especially with regard to price, selection of customers, and markets in which it competes.

All attendees are permitted and encouraged to actively participate in all meeting discussions and activities as defined in the AIM Member Participation and Collaborative Guidelines. If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

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# AIM Collaboration Policy

AIM is proud to be the industry association and worldwide authority on barcode, RFID, RTLS and mobile computing, and is on the cutting edge of development in these areas. Our members have a long history of working together to provide a collaborative global influence on emerging technologies and innovation.

AIM committee meetings are held for the primary purpose of advancements in our industry, which necessarily involves development of work product intended solely for the public domain. AIM has developed this Policy for the protection of its members who engage in this important collaborative effort.

All information shared in this process shall be non-confidential and shared for the common purpose of producing work product for the public domain. No proprietary information, confidential information, or trade secrets should be shared during any AIM meeting. Additionally, information developed during AIM committee meetings should not be shared with others outside of this collaborative process until finalized and formally announced by AIM such as public review or standards documents or finalized issued standards.

These limitations are necessary to protect and safeguard the integrity of the collaborative process, AIM members, and AIM itself. All meetings shall be conducted in a manner that avoids the appearance of any conduct that might violate this policy.



A Virtual Conference presented by AIM & RAIN  
9 - 10 December 2020

- More than 200 registrants
- More than 12 hours of educational content
- 6 tracks covering automation, healthcare, retail, cannabis, food, labeling, standards, pharmaceutical, supply chain, and sustainability.
- 2 industry renowned keynotes
- 17 exhibitors



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# Keynotes

## *"RAIN in Space: A Review of the use of RFID in the International Space Station"*

**KEYNOTE  
PRESENTED BY**

Patrick Fink  
Principal Investigator  
of REALM  
NASA



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# Keynotes

## *"From There to Here and Beyond: A look at the AIDC Market"*

**KEYNOTE  
PRESENTED BY**

David Krebs  
Executive Vice President  
AutoID & Data Capture  
VDC Research



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# Why is AIM Relevant to You?

## Our Mission

As an unbiased resource for networking, education, advocacy, and standards, AIM will help its members grow their business by fostering the effective use of automatic identification and data capture (AIDC) solutions

## Our Vision

Advancing the effective use of automatic identification and data capture technologies

## Our VALUE

Creating partnerships to globalize AIDC industry success



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# More than just barcoding

AIM is the global industry alliance for all AIDC technologies. We represent all industries and organizations that use, implement, resell or develop technology, and are essential to enabling adoption, growth and interoperability to those who depend on accurate, available and identifiable data. Our portfolio includes stakeholders of RFID, bar coding and smart devices, and other automatic identification and data capture (AIDC) technologies that are supporting Blockchain, IoT and RTLS applications.

# What's driving members' business today?

The pandemic brought the importance of traceability front and center and into everyone's homes. For instance, government agencies on a global basis didn't know the basics regarding their healthcare inventories including what they had, where it was located or how old it was. With AIDC solutions, these basics can easily be traced.

There's an increasing awareness among end users regarding the use of advanced AIDC systems driven by increasing digitalization of the supply chain. Overall, we're seeing an increased demand for automated processes across all vertical markets that can enable businesses and consumers to identify, locate, authenticate and communicate with items in our everyday world.

# Where will future growth come from?

Future growth will come from new industries, new processes and new applications. Technology is constantly changing. People take for granted the self-checkout at their local supermarket and the ability to view their bank account or track the delivery of an online order on their phone. It's all about the data and how the data is being collected, used, shared and stored.

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## New technologies on the horizon

AIDC enables IoT and the Blockchain. These are more than just buzz words. We're seeing increased understanding, acceptance and adoption of these applications in various supply chains including warehousing/logistics, pharmaceutical, food, cannabis and retail. Solutions that allow data to be shared, stored and accessed throughout the supply chain reduces the risk of anti-counterfeiting, improves recall management and safety, and builds brand/consumer confidence.

# What should excite you most about our industry?

Our technologies will enable the delivery of important, critical products, such as vaccines, that will improve the world's quality of life and get us back to a real normal instead of a “new” normal. Whether it's tracking our food supply, our drug supply or even helping monitor temperatures, AIDC technologies are not only collecting valuable information, but also saving lives.

# AIM's Global Leadership Network



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# AIM Board of Directors

Chuck Evanhoe - Evanhoe & Associates

(Chairman)

Sean Kearney– Honeywell

Ralf Kodritsch – NXP Semiconductors

David Coons, Zebra Technologies

Steve Cuntz – BlueStar

Brenda McCurry - ScanSource

Don Ferguson – Lyngsoe Systems

Scott Austin - Everledger

Patti Blessing – American Thermal

Tony Fonk – SpotSee

John DiPalo - ACSIS

Anna Lau – Asia Pacific Rep

Debs Mukherjee– North America Rep

Frithjof Walk – EMEA Rep

Clive Hohberger – Emeritus

Rick Schuessler - Emeritus



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# AIM's Global Reach

- 300+ member organizations globally
- 6 chapters & 2 regional entities
- 20 countries
- Comprised of
  - Manufacturers
  - Distributors
  - Resellers
  - ISVs
  - Solution providers
  - Governments
  - Academics
  - Non-Profits
  - End-Users

Communications reach more than 14,000 in 45 countries

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# AIM Chapter Leadership



**China**

**Denmark**

**Germany**

**Japan**

**North America**

**Russia**

**Regional Entities**

**AIM Europe**

**AIM Asia**

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# 2020 Activities

- Increased Value Add
  - Product Showcase
  - Webinars
  - Podcasts
  - RFPs
  - Virtual Panels
  - Event discounts
  - Social Media
  - Member Research
- Virtual Activities
  - Happy Hours
  - Coffee Breaks
  - Engage Again
- Increased participation in work groups
- Member Outreach Calls
- Member-Focused Messaging
- Discounts on Renewals
- Newsletter 2x/month with call to actions & executive spotlights

# Standards

## Technical Symbolology Committee (TSC)

Barcode specifications,  
standards, and quality  
guidelines

## RFID Experts Group (REG)

RFID implementation  
guidelines and technical  
reports

## International Registration Authority

ISO/IEC 15459  
ISO/IEC 15961  
ISO/IEC 15963  
ISO/IEC 29160

## Liaison Relationships

CEN/TC 225

ETSI

MHI MH10

NFC Forum

ISO/PC 308

ISO/TC 122

ISO/IEC JTC 1/SC31

ISO/IEC JTC 1/SC41



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# RFID Experts Group (REG)

**Chair: Jerry Peyton, VISTA IT Systems**

**AIM Standard/** *Medical Electrical Equipment and System Electromagnetic Immunity Test for Exposure to Radio Frequency Identification Readers*

Updating to make a version 3.0 which expands on the testing methods.

**RFID Encryption Primer| Published a primer** which goes over the basics of what RFID encryption tags are, what can go wrong implementing, how the keys work and other things to consider. The material handling work group is developing further pieces to go into greater detail in regards to RFID encryption.

**Sensors Whitepaper** | developing a whitepaper on what are sensors in a material handling environment and how one can utilize them to their best abilities.

## **Animal ID**

Continuing to monitor the ISO/TC23/SC19/WG3 animal ID work item and concurrently updating AIM's Animal ID technical report.

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# Technical Symbolology Committee (TSC)

**Chair: Ray Vaughan, OMRON**

**Development of AI Family for Sensor Descriptors** | The joint AIM and GS1 US adhoc work published the technical specification, ***Application Identifier (8009) with Sensor Descriptor Attribute 01*** ([\*Sensor AI \(8009\) 01\*](#)), to partner GS1's Application Identifier data encodation rules with sensor technical specifications developed by AIM. This allows reading and interpretation of the sensor and barcode using a single scan.

**Revising AIM ECI Specification** | A new adhoc work group was established to review and edit . Today's AIDC application is not only to identify things, but also may store and contain data based on language and character set.

**What is Verification Whitepaper** | A document to help readers understand what bar code verification is and how it helps both printers and scanners of the bar code.

**ISO/IEC JTC1/SC31/WG1** | TSC continues to provide the JAB Code Project Team comments as it relates to this potentially high-capacity 2D color bar code.

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# Internet of Things Committee

**Chair: Scott Austin, Everledger**

**IoT in Retail** | Published a whitepaper on how IoT through the use of AIDC technologies can enhance consumer experience, improve inventory accuracy, and reduce out-of-stock

**How AIDC Enables IoT whitepaper** | Foundational piece that goes over the basics of AIDC's involvement with IoT.

**IoT Sustainability Whitepaper** | Developing a whitepaper that investigates how IoT is having a positive effect on sustainable work practices and thus supporting businesses ROI.

**Types of Blockchain** | Developing a graphic that goes over the types of blockchain and how they compare and contrast with other networks.



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# Track and Trace

**Chair: Jeanne Duckett, Avery Dennison**

**Track and Trace ROI Whitepaper** | Published whitepaper on how enabling track and trace practices to a business brings ROI.

**Track and Trace Calculator** | Developing a calculator that further showcases what one needs to consider in terms of implementing a track and trace solution and further shows the potential ROI once a system is in place.

**Guide for Consumers** | A whitepaper that explains how track and trace can positively impact consumers and the places to go for consumers to get and see benefit from track and trace solutions.

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# RAIN Alliance

## President: Steve Halliday

- RAIN is an AIM Alliance focusing on passive UHF RFID
- Over 160 Members from around the globe
  - Manufacturers, solution providers, software companies, academia, test houses, and end users
- Sales of RAIN tag chips grew from 5.8 Billion in 2015 to 18.5 Billion in 2019
- Publications of RAIN related documents including:
  - RAIN Communications Guide
  - What is RAIN RFID – e-book
  - Guidelines for limiting exposure to Time-Varying Electric and Magnetic Fields
  - Human Exposure to RF
  - Various White papers from WorkGroups

# Contact Us

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