



Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

## AIM Summit 2025: Embracing and Shaping the Future of AIDC

The 2025 AIM Summit brought together global leaders in the AIDC community for two impactful days of collaboration, innovation, and forward-thinking strategy.

### Day 1 | April 9



*Sprague Ackley speaking at the TSC meeting*

The event kicked off with a reception after an engaging meeting of AIM's Technical Symbology Committee (TSC). It was fitting that it turned out this way, as the TSC is AIM's first industry group and the one that has created the most AIM standards that have helped reshape the data capture market. Members on this meeting delved into key advancements in barcode technology, including verifier performance evaluation, progress on the AIM Ultracode symbology's journey to ISO standardization, and guidelines for healthcare barcode scanning. The group also explored smartphone QR and Data Matrix scanning app performance and discussed the use of truncated barcodes across industry sectors.

Attendees gathered for the official Welcome Reception, generously sponsored by BlueStar, where participants reconnected and networked with peers, setting the tone for a productive

Summit. Mark Fraker, AIM board member and CTO of [BlueStar](#) gave a welcome speech setting the tone for the excitement of listening to so many dynamic speakers discuss the industry and how to further advance the effective use of data capture technologies.



*Mark Fraker, AIM board member and CTO of BlueStar giving a welcome speech*

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*The AIM Summit speaker line up was outstanding. Hearing from thought leaders in the industry was invaluable.*

*- Patti Blessing, Senior Sales Manager, RFID Retail and Hospitality at Zebra Technologies*

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## Day 2 | April 10



*AIM Board Vice Chair Patti Blessing of Zebra Technologies opened with the Global State of the Association*

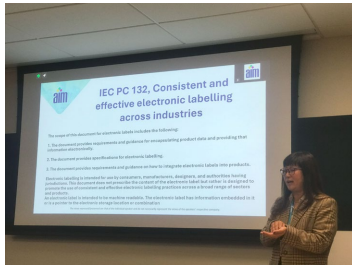
AIM Vice Board Chair Patti Blessing of [Zebra Technologies](#) opened with the *Global State of the Association*, celebrating AIM's collective achievements in advocacy, community-building, education and insights, and standards development.



*Elizabeth Sinclair unveils AIM's strategic plan*

The momentum continued with Elizabeth Sinclair unveiling AIM's ambitious new strategic plan, which will guide the association through 2030.

Hae Choe of NEMA followed with insights into a proposed international standard for



*Hae Choe of NEMA speaking on electronic labeling standards*



*AIM CEO Mary Lou Bosco awarding Host sponsor Zebra representatives, Tom Bianculli, Jackson He and Matt Kowalski*



*Networking break sponsored by Napeequa Concepts*



*Healthcare panelists Kevin Capatch - Geisinger Health, Sean Murphy - Cencora, and Tyson Stuelpe - SpotSee*

electronic labeling under the IEC, underscoring its potential to improve traceability across product categories from consumer goods to healthcare.

One of the day's highlights was the keynote, delivered by Tom Bianculli, Chief Technology Officer at Zebra Technologies and sponsored by [Applied Image](#). Bianculli shared a compelling vision for how AIDC technologies—including RFID, barcoding, computer vision, and IoT—are transforming global supply chains.

After a networking break sponsored by [Napeequa Concepts](#), John Burnell of Burnell Reports revealed preliminary findings from AIM's latest research on AIDC purchasing behaviors, offering early insights into the motivations and priorities shaping buyer decision-making.

The mid-morning healthcare panel featured leaders from Geisinger Health System, Cencora, and SpotSee highlighted the vital role of traceability in patient safety, regulatory compliance, and supply chain modernization.

In the afternoon, Gaurav Pant of Incisiv offered a powerful look at how AI, robotics, and automation are revolutionizing retail, defining a new era of "precision-driven" operations.



*Standards panel from left to right Yu Shi - MCC Label, Glenn Jackling - Applied Image, Steve Keddie - GS1 Global, and Jackson He - Zebra*

A dynamic panel on the importance of standards featured expert voices from standards working groups that emphasized the ongoing relevance and necessity of standards in today's fast-evolving digital landscape.



*Zebra facility tour*

Many attendees then were treated to a tour of the Zebra Technologies Experience Center, offering a hands-on look at leading-edge AIDC solutions in action.

The Summit concluded with a celebratory Partnership Dinner at Momma Lombardi's Restaurant, capping off two days of deep dialogue, new partnerships, and shared purpose in driving the future of data capture and digital identification technologies.

## *Around AIM*

*Member Spotlight | Partner News | Webinars | Industry News*

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**AIM – RAIN Alliance Partnership Breakfast at RFID Journal LIVE!  
Thursday, May 8, 7:30 – 9:30am**

Register now for our partner breakfast co-hosted with RAIN Alliance at [RFID Journal Live](#),

Paris Hotel, Las Vegas.

Open to all RFID Journal Live delegates, session attendees will hear insights from RAIN Alliance and AIM leadership, plus case study insights from each organization's members. Attendees will also benefit from networking with each other over a light breakfast.

Register

## Industry News

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[Top Questions About RFID Technology Explained](#)

**Metalcraft**

[Comply with Health Canada: Canadian Pharmaceutical Labeling Rules](#)

**TEKLYNX**

[New Tariffs, New Costs — Know What You're Really Paying](#)

**FactorySense**

[ID-Brain: Streamlining Product Traceability, Authentication, and Consumer Engagement](#)

**Identiv**

[AskReg Is Now Online: Fast, Reliable Regulatory Answers for Food Companies](#)

**Trustwell**

[Overcoming the Hurdles: Signals Ahead for RFID in Railways](#)

**FEIG**

[Software Acquires BL.INK, Expands Product Identification Capabilities with Link Management and Connected Packaging](#)

**Loftware**

[Socket Mobile Enters \\$27B Handheld Computing Market with iOS-Powered Ruggedized Devices](#)

**Socket Mobile**

[Tracing the Untraceable: Delivering Greater Transparency for Goods](#)

Management

**SICK Sensor Technologies**

Report: RFID for Research Labs

**A2B Tracking**

What Your Mobile Devices and Favorite Jeans Might Have in Common

**Zebra Technologies**

RFID Chip Types: Enhancing Security and Efficiency

**Checkpoint Systems**

BarTender Simplifies Label Template Management with Expanded Support for New Marking and Coding Solutions

**Seagull**

The Future of AI and Vision Technologies in Inspection and Quality Control

**OMRON**

What Is InfuseRFID? A Guide to Embedded RFID Technology for Modern Industries

**SML RFID**

Expert Insights: Benjamin Read Explores how RFID Technology is revolutionizing the Medical Device Journey, from Source to Surgery

**Avery Dennison**

5 Strategies for Supply Chain Resiliency in 2025

**Tosca**

AIM Asia One of the Founding Members of World AIOT Innovation Alliance

**AIM Asia**

AIM

Defining Today's Technology Standards; Empowering Tomorrow's Solutions

100 Allegheny Drive, Suite 105C, Warrendale, PA 15086 USA

[info@aimglobal.org](mailto:info@aimglobal.org) | [www.aimglobal.org](http://www.aimglobal.org)



AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, 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. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit [www.aimglobal.org](http://www.aimglobal.org).

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