



RFID Community Connect 2026

Pre-Show Media Guide

May 19–20, 2026

Presented by AIM Global

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About RFID Community Connect

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Stay Connected with AIM

**Practical, current, and
community-driven insight
from across the RFID
ecosystem.**



About AIM Global

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

AIM creates standards, promotes community, advocates, and educates. AIM champions concerns and solutions to industries and governments to break down market barriers / constraints. AIM has the recognition to be taken seriously and to help you be successful in the global marketplace.

Your AIM membership gives you the opportunity to influence the ever-evolving direction of our industry. As a member, you will receive early access to industry technical research and information. Most importantly, you gain access to a worldwide network of industry leaders and decision makers to promote and effectively use AIDC technologies.



Advocacy

Community

Education & Insights

Standards

About RFID Community Connect

Connecting the RFID community through education, standards, and real-world insight. Hosted by AIM to help accelerate adoption, enable interoperability, and strengthen industry collaboration.



2 Days of Insight

6, 20-minute Expert Sessions each day

Standards + Real-World Use Cases

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Event Sponsors



Hana RFID

Hana RFID is a global provider of RAIN RFID inlays and embeddable RFID tag solutions focused on enabling advanced item-level visibility, traceability, and Internet of Things (IoT) connectivity across industries including retail, logistics, healthcare, manufacturing, automotive, and tire management.



Metalcraft

Since 1950, Metalcraft has been a trusted partner, evolving from a solution for a single company to a thriving, innovative force in the identification industry. We're driven by a passion for solving your challenges and a commitment to exceeding expectations.



Aware Innovations

For you to track and manage what matters most, we offer consulting services, solution design, hardware & software integration, and training & support. Our services give you a reliable source for custom generation and seamless integration of tracking, locating, and sensing data with other systems including WMS and ERP systems. We do this with our proven IT and AIDC/RFID solutions.



TSC

TSC is a global leader in automatic identification and data capture (AIDC) and thermal label printing technologies. Founded in 1991, the company operates ISO-certified production facilities and has offices worldwide, serving customers in over 100 countries.

Event Sponsors (Continued)



ZEBRA

Zebra Technologies is a global leader in enterprise asset intelligence solutions, providing hardware, software, and services that enable organizations to digitize and automate frontline operations. Its portfolio includes barcode scanning, mobile computing, RFID, thermal printing, and real-time location solutions that help businesses gain visibility into assets, people, and workflows. Zebra's technologies are widely used across retail, healthcare, manufacturing, and logistics to improve accuracy, efficiency, and decision-making through real-time data insights.



Altinteg

Altinteg provides RFID and IoT-based solutions designed to enable real-time visibility, traceability, and operational intelligence across supply chains. The company focuses on integrating advanced sensing, identification, and data technologies to support applications such as asset tracking, inventory management, and environmental monitoring. Altinteg works with organizations across multiple industries to deploy scalable solutions that improve efficiency and decision-making.



Sonaria

Sonaria develops RFID-enabled solutions focused on enhancing item-level visibility and traceability in complex environments. The company leverages advanced RFID technologies to support applications such as supply chain tracking, inventory accuracy, and product lifecycle management. Sonaria's solutions are designed to improve data capture reliability and enable organizations to gain actionable insights from connected assets.



University of Memphis

The University of Memphis AutoID Lab is a leading academic research center focused on advancing automatic identification and data capture technologies, including RFID, barcoding, and IoT. The lab collaborates with industry partners to develop standards-based solutions, conduct applied research, and provide hands-on education and training. Its work supports innovation in supply chain visibility, healthcare, retail, and logistics applications.

Event Sponsors (Continued)



Avery Dennison

Avery Dennison is a global materials science and digital identification solutions company specializing in labeling, packaging, and RFID technologies. Through its RFID and digital ID portfolio, the company enables item-level visibility, product authentication, and enhanced supply chain performance. Its solutions connect physical products to digital data, supporting applications such as inventory management, brand protection, sustainability, and consumer engagement across industries including retail, logistics, healthcare, and automotive.



VISTA IT Systems

VISTA IT Systems is an RFID and IoT solutions provider specializing in the design, integration, and deployment of real-time tracking systems. The company helps organizations improve visibility across assets, inventory, and operations through customized RFID solutions. VISTA serves industries such as manufacturing, healthcare, and logistics, delivering systems that enhance operational efficiency, reduce errors, and enable data-driven decision-making.



AsReader

AsReader develops advanced RFID and barcode scanning solutions designed to improve operational efficiency and accuracy in data capture environments. The company is known for its wearable and handheld RFID readers that integrate with mobile devices, enabling real-time inventory tracking, asset management, and workflow automation. AsReader solutions are widely used across retail, logistics, healthcare, and manufacturing to streamline processes and enhance productivity.



BlueStar

BlueStar is a leading global distributor of AIDC, POS, RFID, and mobility solutions, providing hardware, software, and value-added services to resellers and system integrators. With a focus on innovation and partner enablement, BlueStar supports businesses with technical expertise, marketing resources, and supply chain solutions. Its portfolio spans barcode scanning, RFID, digital identification, and emerging technologies that drive efficiency and visibility across industries.

Event Sponsors (Continued)



Arcadian

For over 25 years, Arcadian Inc. has helped its customers source antennas and related components best suited for their specific applications. Customers include premier OEMs / original equipment manufacturers, Government Agencies, System Integrators, VARs and Consumers.



Quartz

If your ERP isn't delivering real-time visibility, you're operating on assumptions. Quartz Group integrates RFID directly into Epicor Kinetic and Prophet 21, turning physical operations into live system intelligence. Powered by Xemelgo, we eliminate delays, automate workflows, and drive smarter decisions. Visibility is a choice.



Pragmatic Semiconductor

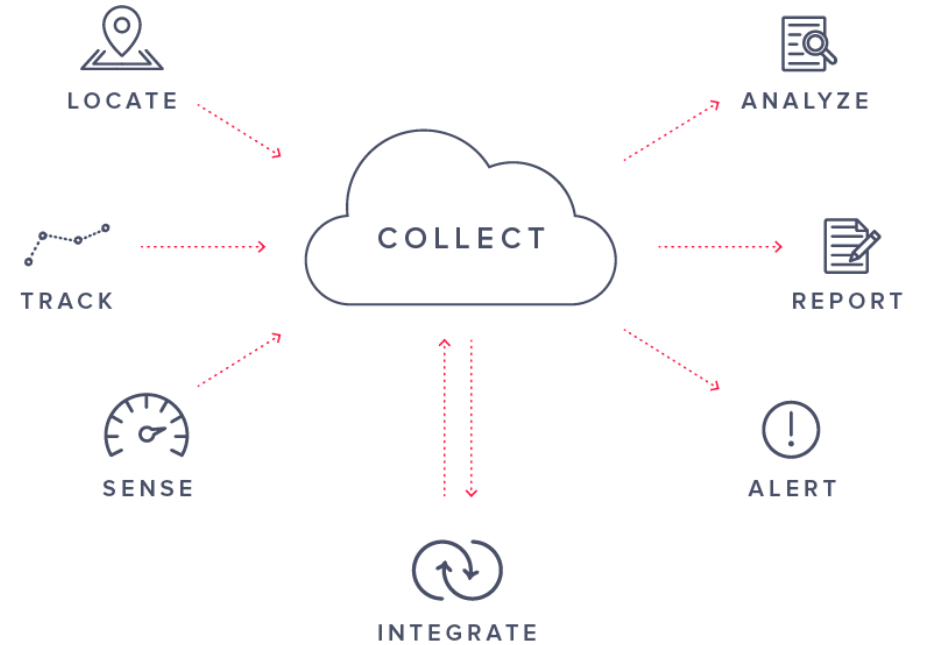
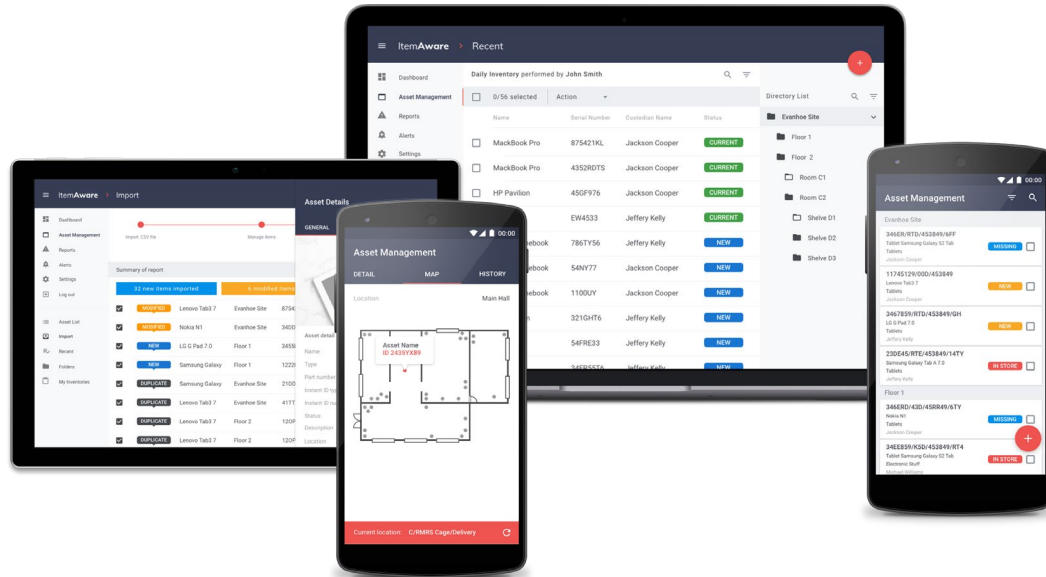
Pragmatic Semiconductor is a global semiconductor company pioneering flexible integrated circuit technology, manufactured sustainably at speed and scale. With advanced manufacturing facilities in the United Kingdom, Pragmatic serves the consumer, industrial and healthcare sectors, empowering innovators with design miniaturisation and delivering intelligence at edge and item-level.

Sponsorship Spotlight



Powerful Asset Tracking and Inventory Management

Be More Efficient and Productive with Intuitive & Reliable Software & Support



Make Better Decisions with Intelligent Reporting and Analytics

Collect Detailed Data and Integrate Seamlessly with Other Systems



Aware Innovations®

Intelligent Tracking - Powerful Results

Vista IT Systems

WMS Systems

Back Office Retail

Hardware & Consumables

RFID & AI Support

For more Information

jpeyton@vistaitsystems.com

330-864-5070 x201

vistaitsystems.com



RFID INTELLIGENCE

From Tag to System — Your Trusted AIDC Partner

RFID PORTFOLIO

- Readers
- Printers
- Labels and Tags
- Support for industry-standard protocols and languages

USE CASES

- Retail inventory accuracy
- Warehouse & supply-chain visibility
- Manufacturing asset tracking
- Healthcare specimen & equipment

WHY TSC

- 100+ countries served
- AIM, GS1, RAIN Alliance member
- Full ecosystem: TSC, Bluebird, DLS
- Fast deployment, enterprise-ready



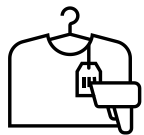
tscprinters.com | [AIM RFID Community Connect](#) | Contact: cbrown@tscus.com

Avery Dennison

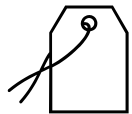
At Avery Dennison, we leverage our materials science expertise and innovative digital technologies to address key industry challenges and shape a more connected future.

By enhancing the functionality of materials and adding digital identities to physical items, we enable our customers to unlock growth, drive productivity and advance sustainability.

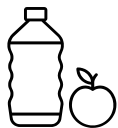
<https://averydennison.com/>



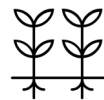
Apparel



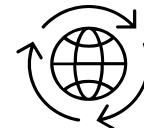
General Retail



Food



Horticulture



Logistics



Healthcare



Automotive



MAKING POSSIBLE™



Know More. Do More.

Replace the Beep.

RFID Middleware That Delivers
Experience-First Outcomes



Sonaria is a cloud-based RFID/IoT SaaS middleware platform that sits between physical readers and enterprise systems — turning raw tag data into real-time workflow actions operators actually understand.

John Wirthlin | GM & VP, Sonaria
johnw@sonaria.com · www.Sonaria.com



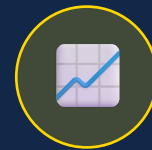
Warehouse & Manufacturing

Real-time dock door control, pallet verification, and exception alerts. Stop mis-shipments before they leave the building.



Zero-Training Operator UX

Operators see one screen: what to do next. No EPCs, no jargon — adoption in under an hour.



Measurable ROI from Day 1

60–90% fewer mis-shipments. 20–30% loading throughput gains. Immediate operational visibility across every site.

About Zebra

Zebra provides the foundation for intelligent operations with an award-winning portfolio of connected frontline, asset visibility and automation solutions powered by AI. Together with our partners, we create new ways of working that improve productivity and empower organizations to be better every day.



Asset Visibility

Provide timely and accurate information on critical assets and resources to enable actionable data-driven insights

Connected Frontline

Leverage data-driven insights to drive “best next actions” and elevate frontline productivity

Intelligent Automation

Enhance data-driven insights through sensing, machine learning, and autonomous technologies to drive operational efficiencies

AsReader and Checkpoint

AsReader offers a variety of applications in the automotive, beverage and personal care industries, we offer solutions via handheld, wearable, and mobile RFID readers, from short range, medium to long range. Used with tags, they can be used in practical workflows to capture data efficiently, even on items such as shampoo bottles, perfume bottles, soft drinks, and wine.

Check Point offers specialized RFID tag designs for automotive and liquid products, including shrink-wrap form factors, can support improved readability, inventory accuracy, and end-to-end visibility from production through distribution and retail.



AsReader, Inc. (<https://asreader.com>) specializes in AutoID, including mobile Barcode Scanners and RFID Readers/Writers, and all aspects of Automatic Identification and Data Capture (AIDC). Headed by COO Paul Whitney, AsReader is an Oregon Corporation and a wholly-owned subsidiary of Asterisk, Inc. of Japan. Founded in 2006 by charismatic CEO Noriyuki Suzuki, Asterisk is headquartered in Osaka with additional offices in Tokyo, Kyoto/Shiga, and Nagoya in Japan, Dalian and Shenzhen in China, and Portland, Oregon in the U.S. The company went public on the Tokyo Stock Exchange in 2021 (TSE:6522). Major clients include a household-name beverage and snack logistics/transportation company in North America using over 25,000 AsReaders, manufacturers Toyota and Kawasaki, retailers Tokyu Hands and Aoyama, with a popular Drug Store chain using over 10,000 AsReaders, over 350 hospitals worldwide, and a well-known package delivery company in Japan using 30,000 AsReaders.



Checkpoint Systems

(<https://checkpointsystems.com/>), a CCL Industries company, focuses on RFID solutions for retailers and retail suppliers, enabling end-to-end visibility to asset location, inventory, shipment accuracy, authenticity, and EAS/loss prevention including our *smart closure solutions* approach of integrating RFID technology into packaging including over 3.1B labels applied at source annually.

The Checkpoint global presence includes 5,180 people operating 54 sites across 35 countries.

Brand and Retailer Pain Points Addressed by SmartShrink™

Pain Point	Smart Closure Benefit
RFID pressure sensitive label (PSL) poor RFID performance due to content or materials, separation from product due to loss of adhesion or intentional removal	Integrated into product packaging above the fill line , not readily removed/separated = better inventory & on shelf visibility/metrics
PSL detracts from product branding	Printed shrink band blends, compliments the product branding/messaging.
Cost and complexity of applying PSL	Applied during existing fill/cap/shrink process , reduce applied label cost
Determining inlay and placement – especially for retail compliance.	Preselected inlay and placement tested to ARC and retailer requirements = faster time to market with compliant product
Recycling – PSL materials subject to evaluation and approval for recycling. Label material may not match packaging plastic type.	Perforated shrink band removed by consumer as part of product consumption so that RFID component does not enter the recycle stream – enables brands & retailers to meet sustainability targets



RFID powered TRACEABILITY as a SERVICE for Food Retail and Producers



Item-level stock visibility in Real Time

GS1 EPC & Digital Product Passport ready

Smart Hardware Infrastructure & Maintenance

Data Hub & AI Analytics

altinteg.com



Bridging the gap between physical operations and **ERP execution.**

REAL-TIME VISIBILITY. SMARTER OPERATIONS. STRONGER RESULTS.

Quartz Group integrates RFID technology directly into your ERP so your business runs on **real-time** data, not guesswork.



RFID



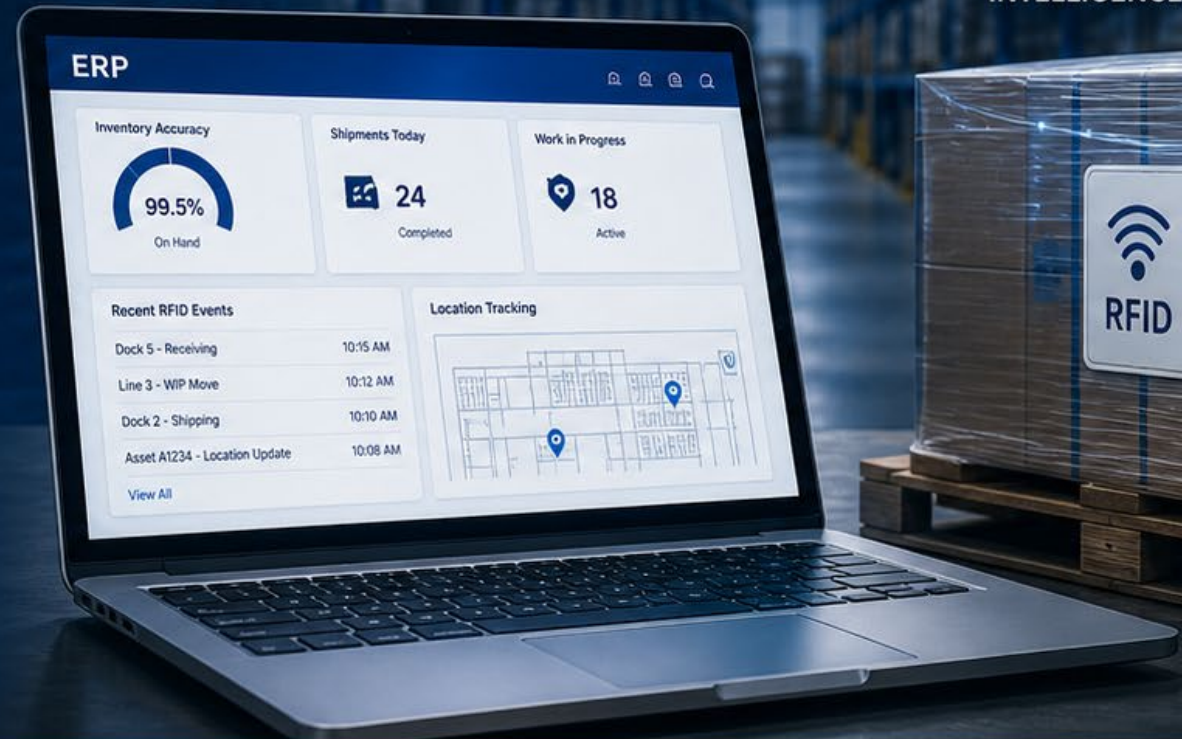
INTEGRATION



ERP



REAL-TIME INTELLIGENCE



ACCURATE INVENTORY

Know what you have. Where you have it.



REAL-TIME OPERATIONS

Make faster decisions with live data.



SEAMLESS ERP INTEGRATION

Natively connect RFID data into Epicor.



MEASURABLE IMPACT

Drive efficiency, reduce costs, improve results.

**> VISIBILITY IS A CHOICE.
CHOOSE REAL-TIME.**

Quartz Group helps manufacturers and distributors turn RFID data into real business intelligence inside **Epicor Kinetic** and **Prophet 21**.



Learn more at quartztrack.com



ARCADIANTM

Your Trusted Antenna Experts



METAL CRAFT

ID MADE BETTER®

Trusted Industry Leader

- 75+ years of ID & asset tracking expertise
- 100% employee-owned
- Proudly Made in the USA
- Long time AIM Member

Innovation-Driven Solutions

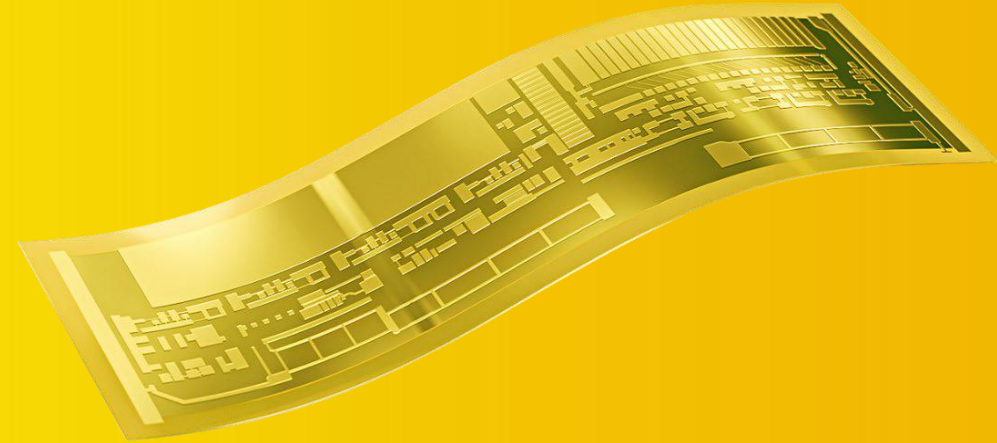
- RFID, barcode, labels & nameplates
- Custom RFID engineering & inlay programming

Proven Performance

- Durable solutions for harsh environments



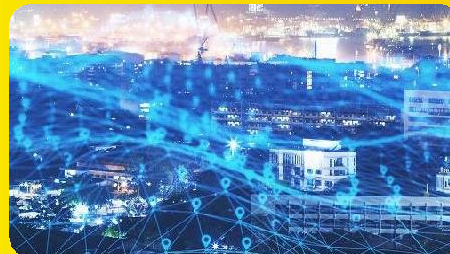
We're doing semiconductors differently



We design and sustainably manufacture FlexICs (flexible integrated circuits), enabling edge and item-level intelligence at scale. Our FlexIC innovation bridges physical and digital worlds impacting trillions of items globally, and offers a pathway to smarter, more sustainable and resilient supply chains. Visit pragmaticsemi.com



Consumer



Industrial



Healthcare

Theme Focus

Adoption trends, interoperability, traceability, digital product passports, and real-world deployment lessons from across the RFID ecosystem.



11:00 AM Keynote: The State of RFID in 2026: Trends and Market Momentum

11:20 AM RFID Standards That Enable Interoperability

11:40 AM How Embeddable RFID is Transforming Tire Traceability, Maintenance, and Circularity

12:00 PM Digital Product Passport Panel

12:20 PM RFID in Food Distribution: From Shipment Verification to Real-Time Visibility

12:40 PM Replace the Beep — How RFID Integrators Win Adoption Through Experience, Not Technology

RFID Community Summit 2026 | Presented by AIM Global

Keynote: The State of RFID in 2026: Trends and Market Momentum

TIME: 11 AM SPEAKER: Mark Roberti | RFID Strategies



RFID adoption continues to accelerate across industries as organizations seek greater visibility, automation, traceability, and operational intelligence. In this keynote session, RFID industry pioneer Mark Roberti will examine the current state of the RFID market and explore the trends shaping the future of the technology. From retail and logistics to healthcare, manufacturing, and food supply chains, organizations are increasingly leveraging RFID to improve inventory accuracy, streamline workflows, and support data-driven decision making. This session will provide attendees with insight into evolving adoption patterns, emerging use cases, market drivers, standards activity, and the role RFID is expected to play in the broader connected enterprise. Attendees will gain a better understanding of where the industry is heading and how organizations can position themselves for future success.



Mark Roberti
RFID Strategies

Mark Roberti is best known as the founder and former editor of RFID Journal. In 2002, he launched the journal online out of a spare bedroom in his home with \$500 in startup capital. He built it into a global brand that has been the go-to source for news, case studies and other information about radio frequency identification (RFID) and other Internet of Things (IoT) technologies for two decades.

Mark sold RFID Journal to EmeraldX in late 2016 and ran the brand for the company until July of 2022. Prior to launching RFID Journal, he was a senior writer at the Industry Standard, once considered the dot-com industry bible. Before that, he was the managing editor of InformationWeek, where he gained a deep understanding of corporate IT systems.

Mark's work has appeared in the Wall Street Journal, the New York Times, the International Herald Tribune, the Asian Wall Street Journal, Fortune and many other publications. He is now sharing his expertise with individual companies seeking to deploy RFID technology, as well as solution providers that want to improve their marketing.

RFID Standards That Enable Interoperability

TIME: 11:20 AM

SPEAKERS: Chuck Evanhoe | AIM/Aware Innovations | Chris Brown | TSC | Aileen Ryan | RAIN Alliance | Claude Tételin | GS1



Standards remain one of the most critical components driving RFID interoperability, scalability, and long-term adoption across industries. This panel discussion will explore the evolving standards landscape and examine how collaboration among industry organizations is helping enable seamless RFID implementation across global supply chains. Panelists will discuss topics including data structures, numbering systems, interoperability frameworks, air interface standards, encoding methodologies, and the importance of harmonization between industry initiatives.



Chuck Evanhoe

AIM Chairman/Aware
Innovations



Chris Brown

TSC



Aileen Ryan

RAIN Alliance



Claude Tételin

GS1

How Embeddable RFID is Transforming Tire Traceability, Maintenance, and Circularity

TIME: 11:40 AM

SPEAKERS: Randall Grein | Hana RFID | Peter Ramirez | Michelin



Randall Grein

Hana RFID



Peter Ramirez

Michelin

The tire industry is increasingly turning to RFID technology to improve product traceability, maintenance visibility, and sustainability initiatives throughout the tire lifecycle. This session will explore how embeddable RFID solutions are enabling manufacturers, fleet operators, and service providers to track tires from production through deployment, maintenance, retreading, and recycling. Attendees will gain insight into how embedded RFID supports improved asset management, predictive maintenance strategies, and regulatory compliance while helping enable circular economy initiatives within the mobility ecosystem. The session will also examine deployment considerations, standards activity, and the growing importance of digital product identity within connected transportation and logistics operations.

Digital Product Passport Panel

TIME: 12:00 PM

SPEAKERS: Dom Guinard | Spotd.com | Aliya Pogorelskaya | Altinteg



Dom Guinard

Spotd.com



Aliya Pogorelskaya

Altinteg

As Digital Product Passport (DPP) initiatives continue to gain momentum globally, RFID is emerging as a powerful enabling technology for connecting physical products with digital information throughout the supply chain. This panel discussion will examine how RFID can support product transparency, traceability, sustainability reporting, and lifecycle management within emerging DPP frameworks. Industry experts will explore how connected product identities can improve access to product-level information related to sourcing, authenticity, recycling, compliance, and circular economy initiatives. The discussion will also address interoperability challenges, data sharing considerations, and the role standards and open architectures will play in enabling scalable adoption. Attendees will gain insight into how RFID technologies can help organizations prepare for evolving transparency and traceability expectations.

RFID in Food Distribution: From Shipment Verification to Real-Time Visibility

TIME: 12:20 PM

SPEAKERS: Patrick Sheets | Avery Dennison | Suresh Palanisamy | Baldor Foods



Patrick Sheets

Avery Dennison



Suresh Palanisamy

Baldor Foods

Maintaining accuracy, freshness, and operational efficiency within the food supply chain requires greater visibility than ever before. This session will explore how Baldor Specialty Foods is utilizing RFID technology to improve precision, traceability, and inventory visibility across fresh food operations. Attendees will learn how RFID is helping optimize receiving, storage, fulfillment, and delivery processes while supporting improved product accountability and operational responsiveness. The session will highlight practical deployment considerations, integration strategies, and the measurable benefits gained through real-time visibility and automated data capture. This presentation provides a compelling example of how RFID can support more resilient and efficient food supply chain operations.

Replace the Beep — How RFID Integrators Win Adoption Through Experience, Not Technology

TIME: 12:40 PM

SPEAKERS: John Wirthlin | Sonaria



John Wirthlin

Sonaria

While RFID technology continues to deliver powerful operational capabilities, successful adoption often depends less on the technology itself and more on the user experience it creates. In this session, John Wirthlin of Sonaria will explore how RFID integrators can accelerate adoption by designing workflows and interactions that feel intuitive, seamless, and easier to embrace than traditional barcode-driven processes. Rather than focusing solely on technical specifications, this presentation will examine how organizations can create experiences that reduce friction, improve usability, and demonstrate immediate operational value to end users. Attendees will gain insight into the human side of RFID deployments and learn why thoughtful implementation strategies are becoming increasingly important as organizations pursue broader automation and digital transformation initiatives.

Theme Focus

Operational performance, security, Retail, difficult packaging, healthcare visibility, and industrial RFID success in challenging environments.



11:00 AM Keynote: Driving 99% Accuracy: How FedEx Leveraged RFID to Boost Productivity by 20%

11:20 AM RFID and its Security from an Industrial Viewpoint

11:40 AM RFID in Challenging Packaging: Practical Lessons from Bottle Digitalization

12:00 PM Using RAIN RFID Technology to Achieve Data Driven Supply Management & Cost Savings

12:20 PM RFID on Metal: Success in a Machine Shop Environment

12:40 PM RFID in Retail

Keynote: Driving 99% Accuracy: How FedEx Leveraged RFID to Boost Productivity by 20%

TIME: 11:00 AM

SPEAKERS: Brian Marflak | FedEx



Brian Marflak

FedEx

Brian attended Penn State University, where he received a B.S. in Mechanical Engineering and later received an MBA from the University of Pittsburgh.

Brian joined FedEx in 1998, working in the Material Handling Department. He has held various leadership positions throughout his career in a broad range of departments.

Brian and his team are responsible for Process Engineering, Reporting and Business Analytics, Supply Chain Operations Portfolio, and Shipment Products and Solutions. He ensures processes and reporting mechanisms are established to validate performance and drive continuous improvement. His position also includes utilizing research, development and delivery of best-in-class global planning, as well as execution and performance management tools. He works in conjunction with all matrix organizations in delivering innovative solutions to critical business opportunities.

Brian is a proud three-time recipient of the prestigious FedEx Five Star award and a Quality Driven Management (QDM) Gold cup and three-time QDM Silver cup winner.

As supply chains become more demanding and customer expectations continue to rise, logistics organizations are under increasing pressure to improve visibility, speed, and operational efficiency. In this keynote presentation, FedEx will share how RFID technology was deployed to significantly improve package handling accuracy while driving measurable productivity gains throughout operations. Attendees will learn how FedEx approached implementation, overcame operational challenges, and utilized RFID data to optimize workflows and improve tracking performance. The session will also explore lessons learned, key performance metrics, and the broader impact RFID is having on operational excellence within large-scale logistics environments. This real-world case study offers valuable insight for organizations looking to improve traceability, automation, and supply chain performance.

RFID and its Security from an Industrial Viewpoint

TIME: 11:20 AM

SPEAKERS: Michael Fein | Zebra



Michael Fein

Zebra

As RFID adoption expands across critical operational environments, organizations are increasingly focused on ensuring the security, integrity, and reliability of RFID-enabled systems. This session will explore RFID security considerations from an industrial perspective, examining how organizations can better protect data, devices, infrastructure, and operational processes within connected environments. Topics will include authentication, data integrity, access control, cybersecurity considerations, and risk mitigation strategies associated with RFID deployments. Attendees will also gain insight into how security frameworks and industry best practices can support trusted RFID adoption while enabling greater confidence in connected industrial operations.

RFID in Challenging Packaging: Practical Lessons from Bottle Digitalization

TIME: 11:40 AM

SPEAKERS: Paul Whitney | AsReader | Lou Parker | Checkpoint



Paul Whitney

AsReader



Lou Parker

Checkpoint

RFID has long faced performance challenges when applied to liquid-filled and difficult-to-tag items, making bottle-level visibility a persistent hurdle across industries such as beverages, wine and spirits, cosmetics, health and beauty, and automotive. This session explores how AsReader and Checkpoint have worked together to create new approaches to bottle digitalization that are helping overcome those barriers and opening the door to more reliable item-level traceability for products that have historically been difficult to identify and track.

This session will examine how specialized RFID tag designs for liquid products, including shrink-wrap form factors, can support improved readability, inventory accuracy, and end-to-end visibility from production through distribution and retail. This will be highlighted by real-world examples with automotive fluids, cosmetics, health and beauty and wine and spirits products. Attendees will also learn how handheld, wearable, and mobile RFID readers can be used in practical workflows to capture data efficiently on these items.

Using RAIN RFID Technology to Achieve Data Driven Supply Management & Cost Savings

TIME: 12:00 PM

SPEAKERS: Alex Barinaga | VueMed



Alex Barinaga

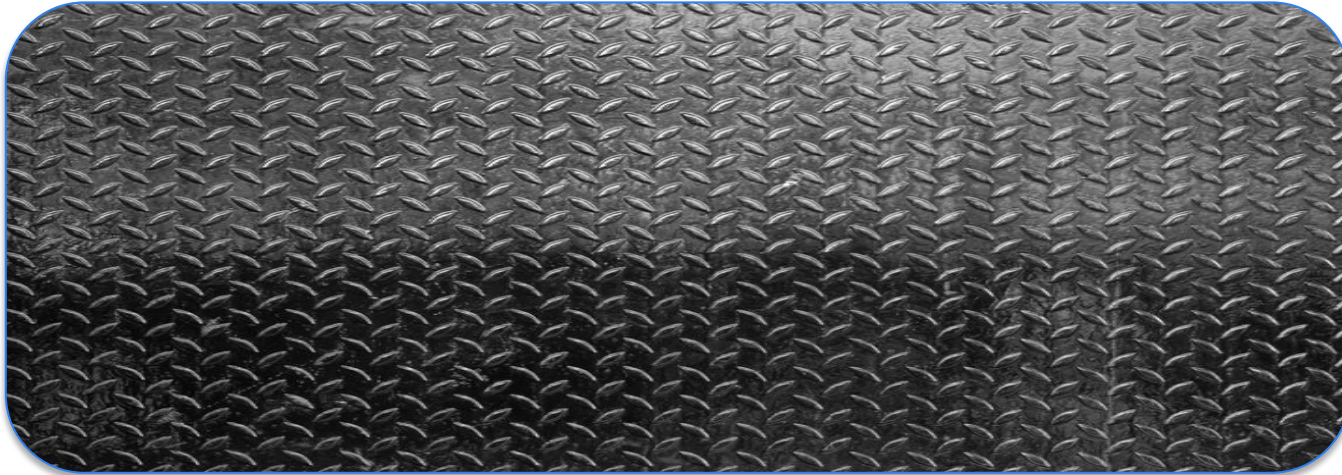
VueMed

Organizations are increasingly turning to RAIN RFID technology to gain greater visibility into inventory, automate supply management processes, and uncover measurable cost savings opportunities across operations. This session will explore how data captured through RAIN RFID can help organizations transition from reactive inventory practices to more intelligent, data-driven decision making. Attendees will learn how real-time visibility into supplies, assets, and material movement can improve inventory accuracy, reduce waste, minimize stockouts, optimize replenishment strategies, and support operational efficiency initiatives. The presentation will also highlight practical implementation considerations, lessons learned, and the measurable business outcomes organizations are achieving through the strategic use of RAIN RFID technologies within supply management environments.

RFID on Metal: Success in a Machine Shop Environment

TIME: 12:20 PM

SPEAKERS: John Fitzsimmons | Metalcraft



John Fitzsimmons

Metalcraft

Machine shop environments present some of the most challenging conditions for RFID deployment due to dense metal surfaces, harsh operating conditions, complex workflows, and the constant movement of tools, parts, and work-in-process inventory. In this session, attendees will learn how RFID technology was successfully implemented within a machine shop environment to improve operational visibility, streamline asset and inventory tracking, and reduce manual data collection processes. The presentation will explore the deployment approach, tag and infrastructure considerations for metal-heavy environments, integration strategies, and the lessons learned throughout implementation. Attendees will gain practical insight into how RFID can operate effectively in industrial manufacturing settings while supporting improved workflow efficiency, production visibility, and real-time operational intelligence.

RFID in Retail

TIME: 12:40 AM

SPEAKERS: Duane Roebuck | BlueStar | Lou Parker | Checkpoint



Retail organizations continue to embrace RFID as a foundational technology for improving inventory visibility, supporting omnichannel fulfillment, and enhancing the customer experience. In this session, attendees will gain insight into the factors driving successful RFID adoption within retail environments and the lessons learned from real-world deployments. Topics will include inventory accuracy, loss prevention, item-level visibility, fulfillment optimization, and the growing role of RFID in connected retail strategies. The session will also explore how retailers are leveraging RFID data to support operational intelligence and improve overall supply chain responsiveness. Attendees will walk away with a better understanding of how RFID is delivering measurable value throughout the retail ecosystem.



Duane Roebuck

BlueStar



Brett Bennett

POSitive Technology



Brandon Macaulay

Mobile Insight

Additional Speaker Information

Full Speaker Bios



Alex Barinaga

[Director of Implementation Services | VueMed]

Alex Barinaga is VUEMED's Director of Implementation Services for VUEMED, where he has worked since 2014. He is responsible for implementing and managing key customer and partner relationships, including product deployment projects and infrastructure design and installation. His expertise is in barcoding, software development, and RFID technology. Alex has over 10 years of technical, sales, customer service and inventory experience. Prior to working for VUEMED, Alex was Manager of Data Support and IT for AICS Group of Companies, specializing in retail and healthcare inventory management. He holds a B.A. in Management Information Systems from Florida International University.



Brett Bennett

[President – POSitive Technology]

Brett Bennett is a retail technology trailblazer and the President of POSitive Technology. Since co-founding the firm in 1998, Brett has been the driving force behind the development of the OpSuite platform, a suite of solutions designed to automate complex retail processes and scale business growth.

His 35-year background in the sector is characterized by a hands-on approach to innovation, ranging from initial software design to the execution of large-scale store rollouts. Brett's portfolio of collaborations includes some of the world's most recognizable names in entertainment, apparel, and professional sports. As a long time member of the RSPA, and former Board Chair, Brett is widely regarded as a leader committed to driving growth and innovation throughout the global retail ecosystem.

Full Speaker Bios



Chris Brown

[RFID Program Director | TSC]

As the RFID Program Director at TSC Printronix Auto ID, Inc., he has achieved remarkable sales growth for the company's RFID portfolio and expanded his role to a global level. Earlier, as General Manager, EMEA at Seagull Scientific, Inc., he established the European office from scratch, increasing revenue thousands of percent during his 20-year tenure. Brown's ability to revitalize struggling departments, such as at Sunmar Container Lines, Inc., where he achieved a 95% market share, underscores his strategic vision and leadership acumen.



Chuck Evanhoe

[President | Aware Innovations]

Chuck Evanhoe, President of Aware Innovations, is internationally recognized as an expert in Automatic Identification and Data Capture (AIDC) and the Internet of Things (IoT). Scroll to bottom of page to see Chuck's Boards and Technical group involvement.

With an extensive background as an IT professional, Chuck's experience includes systems architecture, design, software development, testing, implementation, and operations.

As a senior-level entrepreneur with extensive experience in business start-up, operations, process re-engineering, and domestic and international sales, he has demonstrated his ability to start and build multiple businesses to multi-million-dollar revenue streams in short periods of time, while generating profits.

Full Speaker Bios



Michael Fein

[Director of Product Management | Zebra RFID]

Michael Fein is the Director of Product Management for RFID and Advanced Location Technologies at Zebra Technologies. In this role, he oversees Zebra's global portfolio of RAIN RFID solutions, including fixed and handheld readers, RFID printers, antennas, scanners, and related software platforms designed to improve inventory visibility, asset tracking, and operational efficiency across industries such as retail, logistics, manufacturing, and healthcare.



John Fitzsimmons

[Director, Business Development | Metalcraft]

John Fitzsimmons is the Business Development Director at Metalcraft, where he leads strategic growth initiatives and builds partnerships across key markets.

With expertise in identification technologies and RFID solutions, John drives innovation and customer success. His focus is on expanding Metalcraft's global reach, fostering client relationships, and developing tailored identification solutions that deliver measurable business value.

Full Speaker Bios



Randall Grein

[Director Business Development | Hana RFID]

Randall Grein serves as Director of Business Development at Hana RFID, a global manufacturer of RAIN RFID inlays and embeddable RFID tire tags headquartered in Solon, Ohio. He is actively involved in advancing RFID adoption across automotive, tire, and industrial IoT applications, with a particular focus on embeddable RFID tire tagging technologies, traceability, and Digital Product Passport initiatives.

Grein has represented Hana RFID at major industry events including the Tire Technology Expo, where he has participated in discussions on tire digitization, circularity, and RFID-enabled lifecycle traceability. He has also helped lead Hana's embeddable tire tag program and collaborations with major tire manufacturers such as Michelin.



Dom Guinard

[Consultant | Spotd.com]

Dom Guinard bridges the gap between digital product identity research and market-moving entrepreneurship. With 20 years in the IoT space—spanning the co-founding of EVERYTHING to leadership roles at Digimarc—Dom has helped shape global standards like GS1 Digital Link, EPCIS and C2PA. As the Director of Spotd.com consultancy, he helps organizations navigate the evolving landscape of 2D, digital identity and traceability.

Full Speaker Bios



Brandon Macaulay

[Head of Strategic Partnerships | Mobile Insight]

Brandon Macaulay is the Head of Strategic Partnerships at Mobile Insight, where he architected and leads the organization's Global Partnership Program. He oversees a comprehensive ecosystem encompassing referral partners, resellers, system integrators, and technology alliances, serving as the strategic lead for global business development and multi-channel go-to-market initiatives.

With a background in applied economics and statistical mathematics, Brandon specializes in designing scalable partnership frameworks, navigating complex technical negotiations, and facilitating cross-functional alignment between executive leadership and alliance stakeholders. His professional record is defined by building high-impact partnership programs from the ground up, with previous leadership experience at HackerRank and Visier.



Brian Marflak

[Vice President, Operations Support and Engineering | FedEx]

Brian attended Penn State University, where he received a B.S. in Mechanical Engineering and later received an MBA from the University of Pittsburgh.

Brian joined FedEx in 1998, working in the Material Handling Department. He has held various leadership positions throughout his career in a broad range of departments.

Brian and his team are responsible for Process Engineering, Reporting and Business Analytics, Supply Chain Operations Portfolio, and Shipment Products and Solutions. He ensures processes and reporting mechanisms are established to validate performance and drive continuous improvement. His position also includes utilizing research, development and delivery of best-in-class global planning, as well as execution and performance management tools. He works in conjunction with all matrix organizations in delivering innovative solutions to critical business opportunities.

Brian is a proud three-time recipient of the prestigious FedEx Five Star award and a Quality Driven Management (QDM) Gold cup and three-time QDM Silver cup winner.

Full Speaker Bios



Suresh Palanisamy

[WMS Application Manager - Baldor Specialty Foods]

Suresh Kumar Palanisamy is the WMS Application Manager at Baldor Specialty Foods, where he spearheads RFID-driven transformation across warehouse operations. His work focuses on enhancing order accuracy, enabling real-time inventory auditing, and building intelligent automation workflows. Since 2019, he has been a pioneer in RFID adoption, leading implementations at multiple UPS facilities. He brings deep expertise in deploying RFID solutions in complex, high-volume environments, with a focus on accuracy, efficiency, and real-time visibility.



Lou Parker

[RFID Market Development Manager | Checkpoint]

With over two decades of dedicated experience in the RFID industry, Lou currently serves as the RFID Market Development Manager at Checkpoint Systems. In this role, he is instrumental in identifying industry trends and working with R&D teams in developing innovative products to cater to various markets, with a special emphasis on the packaging and supply chain sectors.

Prior to Checkpoint Lou lead the team developing the world's first EPC GEN 2 (RAIN) compliance test set. As part of the Supply Chain Solution Engineering team at Impinj he helped partners develop RFID-based solutions to achieve 99.9% item level shipment accuracy which significantly reduced lost revenue due to chargebacks for retail customers before joining one of the largest system integrator companies in the U.S. focused on innovating automated solutions to optimize workflows in distribution center environments.

Full Speaker Bios



Aliya Pogorelskaya

[CEO - Altinteg]

Aliya Pogorelskaya currently heads Altinteg as its Founder and CEO. Charting strong growth with over 15 years of experience, she leads a dedicated team pioneering on AI-driven RAIN RFID solutions for food and FMCG supply chains, focusing on real-time visibility and traceability in perishable environments.



Peter Ramirez

[Industry Standards and Government Regulations Manager | Michelin]

Peter Ramirez is a business and technology leader at Michelin focused on digital transformation, RFID-enabled tire traceability, and sustainable growth initiatives. He has been actively involved in advancing RAIN RFID adoption within the tire industry, particularly around embedding RFID tags into tires at industrial scale to support lifecycle traceability, supply chain visibility, and circular economy initiatives.

Full Speaker Bios



Mark Roberti

[Principal | RFID Strategies]

Mark Roberti is best known as the founder and former editor of RFID Journal. In 2002, he launched the journal online out of a spare bedroom in his home with \$500 in startup capital. He built it into a global brand that has been the go-to source for news, case studies and other information about radio frequency identification (RFID) and other Internet of Things (IoT) technologies for two decades.

During the past 20 years, Mark has played an important and unique role in the RFID industry. He not only led RFID Journal's editorial coverage and events but also provided informal guidance to companies looking to deploy RFID or seeking the right solution provider or consultant. He has also helped many RFID companies improve their marketing, with advice on banner ad language, lead-generation strategies and more. He has a personal relationship with virtually all of the influencers in the industry and regularly provides introductions.



Duane Roebuck

[Sr. Channel Strategy Manager | BlueStar]

With more than 25 years of experience in the technology channel, Duane Roebuck is a recognized leader focused on driving operational efficiencies and profitability across a variety of industries. As Sr. Channel Strategy Manager at BlueStar, he has played a key role in expanding the company's presence beyond traditional retail and hospitality into emerging technologies and markets including IoT, RFID, and cannabis. Known for his consultative approach and strong industry relationships, Duane works closely with resellers, manufacturers, ISVs, and industry associations to help deliver innovative, business-focused solutions.

Full Speaker Bios



Aileen Ryan

[President and CEO | RAIN Alliance]

Aileen Ryan is a globally recognized technology leader, policy influencer, and sustainability advocate. She currently serves as President & CEO of the RAIN Alliance, empowering organisations worldwide to achieve greater efficiency, sustainability, and circularity through the widespread adoption of technology.

Recognized as one of the top 25 Irish leaders in Sci-Tech (Silicon Republic) and one of the most inspiring women in cybersecurity (KPMG), Aileen holds an M.B.A., an M.Sc. in Computer Science, and a B.E. in Electrical Engineering, with executive education from Stanford GSB and Cambridge University.



Patrick Sheets

[Sr. Commercial Technical Lead | Avery Dennison]

Patrick Sheets is the Sr. Commercial Technical Lead for RFID Growth at Avery Dennison. With 25 years of experience at AD—including 8 years focused exclusively on the food supply chain—Patrick is an expert in deploying RFID across QSR, grocery, and logistics. He currently leads the technical and commercial efforts for supplier activation and enterprise growth, bridging the gap between innovative technology and real-world execution.

Full Speaker Bios



Claude Tételin

[Senior Director, AIDC Team | GS1 Global]

Claude Tételin is Senior Director in the AIDC team at GS1 Global Office, a Standard Development Organization addressing business needs in retail, industry and healthcare supply chains. As subject matter expert for RAIN RFID and NFC, he is involved in many standardization committees like CEN, ISO and AIM Global. Chairman of the European standardization committee for automatic identification and data capture (CEN/TC225) since 2015, he has been involved in drafting standards related to RFID conformance and performance testing as well as issues related to security and privacy assessment of RFID applications. Lead Editor of GS1 EPC Gen2 Air Interface Protocol, he is advocating for standard based RFID solutions for more than 25 years.



Paul Whitney

[COO | AsReader]

Paul is a positive, outgoing communicator with a passion for bridging gaps between people and cultures, be it language or technology. Having lived in Japan for years, Paul has spent more than two decades bringing innovative Japanese technologies to the rest of the world. The past eleven years have focused on AutoID/IoT, with an emphasis on RFID. He holds an Advanced BA from Occidental College in Los Angeles and a Kokusai-bu Certificate from Waseda University in Tokyo, Japan.



John Wirthlin

[General Manager / Vice President - Sonaria]

John Wirthlin is the General Manager and Vice President of Sonaria, where he leads strategy and growth for an RFID and IoT middleware platform focused on delivering real-world supply chain execution outcomes. With over two decades of experience in RFID, data capture, and supply chain technologies—including leadership roles at Zebra Technologies—John is known for helping organizations move beyond pilot programs to scalable, operational deployments. He is a recognized industry advocate for simplifying RFID adoption through operator-first design, emphasizing intuitive user experiences that drive measurable business results. John has been honored as a “Pros to Know” leader and continues to work closely with partners and enterprises to advance the role of RFID in modern supply chains.

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AIM Global Website: aimglobal.org

Contact for AIM related Questions: Mike Allen [mike@aimglobal.org]

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