

The First International Symposium on RFID Technology

Research Challenges and Industry Perspectives

To be held in conjunction with the 3rd International conference on Sensors, Sensor Networks and Information Processing (ISSNIP), 2007.

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Melbourne, Australia

Radio Frequency Identification (RFID) technology enables the non-contact, automatic and unique identification of objects and people using radio waves. As the need for auto identification (auto-ID) systems becomes increasingly common place in many economic sectors, potential RFID applications include homeland security (RFID enabled passports), e-business (RFID enabled credit cards), e-cash (RFID enabled bank notes) and automated supply chain management. It is estimated that the RFID market in the United States alone, including systems and services will be worth US\$3 billion in 2010 increasing to around US\$26.9 billion by 2015. However, there are significant research challenges that still need to be addressed before the widespread adoption of RFID technology.

The main purpose of this symposium is to serve as a forum that brings together RFID researchers and practitioners from academia, industry and government to discuss recent developments in RFID systems and technology. This platform will serve to identify key research challenges in the design, operation, analysis, practical application and optimization of RFID systems that are relevant from an industry-oriented perspective. The symposium will feature invited speakers from industry and government who will provide valuable insight into RFID research going forward. Topics covered will include RFID technologies, standards, security and privacy, strategic issues, applications and information management.

Chairs

Kate Smith-Miles, Deakin University, Australia

Robin Doss, Deakin University, Australia

Featured Speakers

Gordon Buchan
IBM Sensors and Actuators Solutions group
Sales Lead - Australia/New Zealand

Gordon Buchan is part of IBM Sensors and Actuators Solutions group. The S&A group is a Global team focussed on the promotion of emerging technologies including RFID of all flavours, Vehicle Telematics, Asset Monitoring and Advanced Video Analytics. Gordon has worked in the IT Industry for over 25 years and has been involved in non-traditional computing at IBM for over 10 years. Gordon will speak on IBM's investment in standards-based software for the management of sensor data and on the support of the eco-system of partners necessary for the wide-spread adoption of leading (and bleeding) edge technologies.



Ken Evers
Victorian Department of Primary Industries
Biosecurity Division, Animal Standards Branch

Ken Evers joined the Victorian Department of Primary Industries (DPI) in 2004 and now supervises the technical operation of Australia's National Livestock Identification System (NLIS) throughout the Victorian beef production chain, in particular within the meat processing sector. Ken is also part of a DPI team responsible for developing tools to visualise complex livestock movement information in a simple, concise format. These tools take the form of maps, graphs, link analysis and timeline charts and can be used to analyse large volumes of livestock movement data in the context of DPI's property registration and mapping system.

Ken Evers has worked extensively in the meat industry over the past ten years and became involved in the NLIS while working as production manager at Teys Bros (Naracoorte) Pty Ltd, an export abattoir in South Australia. Developing a strong interest in the NLIS especially in its implementation within abattoirs, Ken Evers commenced employment with an electronic identification hardware manufacturer in 2000. Working in this role for four years, Ken had an active role all over Australia in assisting in the installation and implementation of RFID reading systems in cattle processing plants, saleyards, feedlots and farms.



Ken Laing PNIA, ACIS
VP Sales and Business Development
Magellan Technology

Ken Laing is a member of the National Institute of Accountants and the Institute of Chartered Secretaries. He reports to the President and CEO and is responsible for the International Sales effort for the Company and has been with the company since 1996. Mr Laing has specific charge of Magellan's sales and marketing in the medical and life sciences applications

He also coordinates Magellan's standards activities and represents the Company at International Standards Organisation (ISO) and EPC meetings.

Mr. Laing was previously in banking from 1974 until 1993. In his last three years as a banker he was actively involved in the running of businesses controlled by the banks. This provided him with wider commercial experience in Health, Service and Logistics businesses.



Kevin Larnach
Principal, Convergent Solutions
Telstra Enterprise & Government

Kevin has been with Telstra since July 2004, working to develop and deliver solutions for machine-to-machine communications, and identifying new technologies which can help Telstra's customers manage supply chain processes and collaboration with trading partners. As part of this role he was responsible for the initial identification and development of opportunities around RFID for Telstra, and the formation of what is now the RFID business unit within Telstra Enterprise

& Government.

Prior to joining Telstra, Kevin has over ten years experience in selling and delivering Information Technology solutions to some of Australia's largest companies. He has worked across a range of vertical markets including manufacturing, government and financial services, on large financial, ERP, Supply Chain and eBusiness projects. He has strong business consulting skills, and experience in developing and implementing product, sales and marketing strategies.

He holds a Bachelor Degree in Commerce, a Masters Degree (with distinction) in Operations and Technology Management, and is a current member of the Australia Society of CPA's.



Steven D Perera
President & CEO
Regni Group of Companies

Steven Perera is president and CEO of Regni group of companies. Regni is a group of companies specialising in science and technology, providing engineered technology solutions in the field of radio frequency and sensor deployment. Regni provides RFID, RTLS and GPS solutions as enabling technologies to improve workflow, track & trace in the mobility workplace. Regni has a major focus in the medical industry providing commercially viable, proven solutions in health including patented technologies in Sleep Apnoea.

Steven's unique business value of over 25 years is in the commercialisation of technology based products and services that cover the entire supply chain; dealing with policy, determining business plans, contract negotiations through to implementation. As an innovator, Steven have specialized knowledge in fiscal, political and social landscapes to be able to align key commercial and technological solutions to the end customer, be it internal or external. Steven holds a Bachelor's degree in Business (Economics) from the University of Edinburgh, Scotland.

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