

THE COMPREHENSIVE NEWS SOURCE FOR RFID USERS, MANUFACTURERS, AND VENDORS

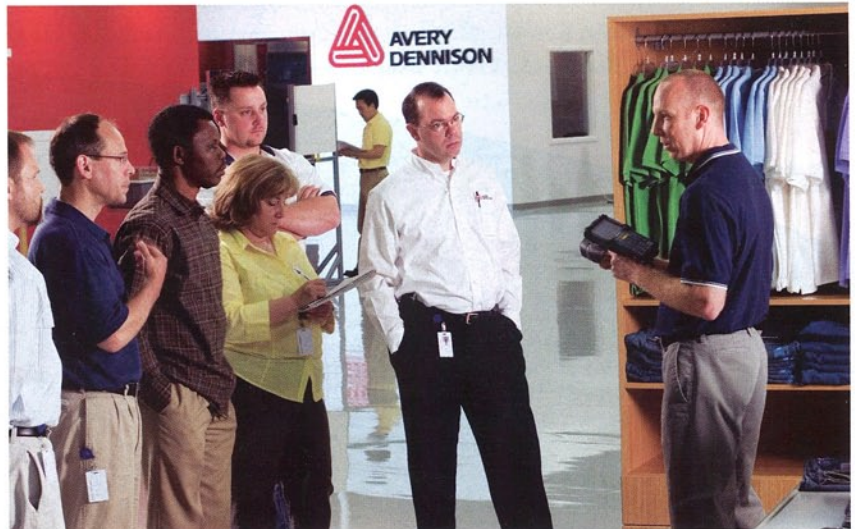
Avery Dennison RFID Multimedia Training

Avery Dennison RFID offers a comprehensive on-line training module to help those new to the industry understand and familiarize themselves with RFID systems. At www.rfid.averydennison.com, RFID 101 combines a live narrator with animations, photos, and video to walk viewers through technology basics, applications and markets, system components, RFID label converting, and tag testing and quality. Each main topic is a separate module, allowing the viewer to watch the presentation from start to finish or to customize the presentation by watching select modules based on their own experience or schedule.

Dan Cadigan, Senior Strategic Project Leader, BP Lubes - Americas Supply Chain, says: "Avery Dennison's RFID 101 tutorial is probably the best introduction to the technology overall that I have come upon. After watching the training module, I have a better understanding of how RFID applications can streamline my business operations."

Content for RFID 101 was developed by the technical team at Avery Dennison RFID's Atlanta Technical Center (ATC). Much of the content was inspired by Avery Dennison's work with myriad of

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Avery Dennison RFID 101

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end-users and other RFID stakeholders who have visited the ATC over the last couple of years for free product testing and other technical services and training.

"We produced RFID 101 to help people get up to speed quickly on RFID without spending a lot of time and money," says Bob Cornick, Vice President and General Manager at Avery Dennison RFID. "We are dedicated to doing all we can to ensure successful RFID implementations. RFID 101 is just one of many initiatives we offer to help manufacturers, re-

tailers, and other potential end-users, understand and deploy RFID in the real world."

RFID 101 is available in English, German, Spanish, and French. The subjects covered by RFID 101 are:

- Why RFID? History and current applications
- ABCs of EPC – Electronic Product Codes and other industry standards
- How RFID Works – Technology overview and system configurations
- Application Considerations – Challenges and opportunities with real-world RFID implementations