

MEDIA ALERT

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ABI Research Contributes to US Senate RFID Caucus Launch Event

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US Senators Byron Dorgan (D-ND) and John Cornyn (R-TX) officially launched the US Senate RFID Caucus yesterday in Washington, DC. The event included opening remarks by Co-Chairs Dorgan and Cornyn, a panel discussion with industry experts, and vendor demonstrations. ABI Research principal RFID analyst Michael J. Liard served as a panelist at this landmark event, which was attended by more than 150 people, including Senators and Senate staff members.

The Caucus has been created to help educate Senators about RFID technology benefits, policy changes, and applications. It will also help policymakers understand how the US can remain globally competitive in RFID technology implementation and innovation. Yesterday's event was the first in a series of programs designed to proactively push back hype and promote better understanding of the technology.

In addition to ABI Research's delegate, panel participants included representatives from IBM, ODIN Technologies, the US Department of Defense, VeriSign, and the University of Texas, Austin. The panel was chaired by Mark Roberti, editor of RFID Journal.

Among the industry associations and vendors exhibiting were Attevo, Center for Nanoside Science, Cisco, EPCglobal, HID, IBM, IEE USA, InfoLogix, Information Technology Industry Council, KillDeer Mountain, North Dakota State University, ODIN Technologies, RCD, RFID International Business Association, SAP, Skyetek, Symbol, TI, Unisys, VeriSign, and Zebra.

According to Liard, "In the first of many Caucus sessions lawmakers took the initial step toward learning more about RFID technology and sorting

through RFID myths and realities. The goal is for lawmakers to legislate against bad behavior such as the illegal use of RFID data, and not to legislate against RFID technology itself. We urged Senators to avoid reactive RFID legislation without proactive RFID education."

Next week ABI Research will publish an ABI Insight that provides deeper analysis of the event, including key takeaways and discussion topics.

Journalists and other representatives of the media are invited to contact ABI Research to learn more about this significant development and to discuss its implications with our industry analysts.

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