

Radio Frequency Identification (RFID) Workshops

“Get the whole picture on radio frequency identification (RFID) in a workshop that is specifically tailored for your organisation.”

This *informative* and *interactive educational workshop* will give your team the knowledge & insight to *make informed choices* regarding the merit, benefits and opportunities of using RFID.

A question often asked - **“Is RFID really worth considering?”** There’s a lot more to RFID than just market hype.

We offer independent training, education, professional advice and project management in relation to RFID.

Gain an understanding of *what RFID is*, learn about active versus passive tags, low frequency to microwave, compliance issues, the *realities of RFID*, options, capabilities & limitations of the technology. Most importantly, let us walk you through the minefield of information flying around in the marketplace and *obtain the facts* through a workshop that delivers *executive RFID education from an independent trusted source*.

Holy grail is on its way

Contact us today on (07) 5471 0746 to find out why *blue chip*

Australian companies are asking us to facilitate RFID workshops for them.

At first glance it's a little tacky. Actually, there is no first glance, it's minuscule - about the size of a grain of sand. It is a radio frequency identification tag (RFID) and the drum from Deloitte is it's going to transform the retail industry.

No more bar codes and importantly for manufacturers and retailers less theft.

For retailers the beauty of the barcode's demise not only allows them to keep better track of stock, but it also may spell the end of the checkout chick or for the more politically correct - the customer service attendant.

Yes, the holy grail of the service industry. Reduced labour costs. Why? Because, unlike a barcode, an RFID doesn't need to be manually aligned to a reading device. As long as it is in the vicinity of a reader, it will scan automatically.

The world's largest retailer, Wal-Mart, have stipulated their top 100 suppliers should be employing RFID technology by January 2005.

The change to RFID tags is being called a revolution for the industry. It promises to allow large savings due to enhanced inventory management and reduced shrinkage.

“The time is right to exploit RFID technology,” Mr Griffiths said.

“The standards will soon be in place globally, the technology is proven in practice and the costs are improving all the time.

“The benefits to the retailer can be truly transformational - improving product availability on shelf at the retail outlet, providing full and accurate visibility of inventory wherever it is and enabling very substantial handling efficiency benefits



Smart tags chip away at supply costs

Sue Mitchell and David Crowe

Australia's largest food retailers and grocery manufacturers have launched a radical plan to slash costs by billions of dollars by installing wireless computer chips to automate their supply chains.

Backed by Woolworths and Coles Myer, the project represents the biggest attempt to introduce the contentious chips into Australia following efforts by overseas retailing giants such as Wal-Mart and Tesco to make the chips compulsory for their main suppliers.

The chips known as radio frequency identification (RFID) tags, can store data about goods such as their source, destination, price, use-by date, colour and weight, and allow goods to be automatically tracked as they move from

Retail Technology

RFID Tags & Portable Handheld Readers

Financial Review

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