



**Advancing  
Identification  
Matters**

RFID | INTERNET OF THINGS | RAIN | BARCODE | RTLS | NFC



◆ EDUCATION

◆ ADVOCACY

◆ STANDARDS

◆ NETWORKING



is a global industry alliance which represents the interests of individuals and organizations that implement, sell, develop and use barcode, RFID and related data capture technologies. This alliance is essential to enabling adoption, growth and interoperability of automated data capture technologies and the enterprises that use these innovations in the global marketplace. With an uncompromised reputation as a global authority for nearly 50 years, AIM takes pride in its proven value as an unbiased resource and industry leader

Membership is about supporting standards, community, advocacy and knowledge. AIM members receive early access to technical research and information, have the opportunity to influence the direction of the industry and participate in research. Active participation as an AIM member has many other benefits as well – an expanded network of contacts that includes senior-level industry executives, opportunities for business leads and referrals and increased credibility for your products, services and organization.

**AIM membership is an investment.** ...in future growth and success for you, your business, the automatic identification industry and the global marketplace.

“ AIM offers a good platform to create business opportunities and technology collaborations due to the vast diversity of its members. As a RFID products and solutions provider, joining AIM opened doors to link us with new partners and end users worldwide, benefiting Laxcen’s efforts greatly.”

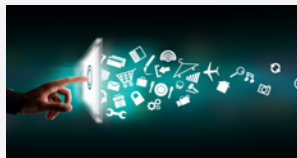
Anna Lau, PhD | Chief Technology Officer  
Laxcen Technology, Ltd.

Join AIM to advance technology & innovation in these markets...



## Industry Thought Leaders

AIM Industry Groups provide members with an insider’s perspective and access to information, resources and key players on a global basis.



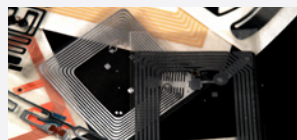
### Internet of Things (IoT)

Provides a forum for members to understand and help shape automatic identification technologies’ role in the rapidly changing landscape of the interconnected world of products, services and consumers.



### Track & Trace (T&T)

Develops, educates, promotes and aids in the adoption of automatic identification strategies designed to support global compliance of regulations related to product traceability in the supply chain across all vertical markets.



### RFID Experts Group (REG)

Responsible for addressing standards and issues associated with all radio frequency identification (RFID) technologies. It works across vertical markets including retail, healthcare, distribution, transportation, logistics and supply chain.



### RAIN RFID Alliance (RAIN)

Promotes the adoption of RAIN UHF RFID wireless technology solutions across vertical markets globally, enabling businesses and consumers to identify, locate, authenticate and engage each item.



### Technical Symbology Committee (TSC)

Ensures that complete technical specifications, standards, guidelines and technical reports are available to the market. Many symbologies published as AIM specifications provide a basis for future international standardization of the technology.



### ADC1 Technical Advisory Group (TAG)

AIM is the administrator of ADC1, which serves as the U.S. representative within ISO/IEC JTC 1/SC31 to ensure U.S. input on all work for standardization in automatic identification and data capture.

# Join Us!

## AIM Membership Value

- **Trends** | industry hot topics, business trends & latest news
- **Networking** | local, regional, national & international connections
- **Resources** | standards, whitepapers, case studies & liaison relationships
- **Business Development** | Request for Proposal (RFP) leads & Buyer's Guide referrals
- **Discounts** | industry events, services, multi-membership & technical documents
- **Education** | webinars, podcasts, executive interviews & member events
- **Industry Groups** | industry advancement, advocacy & global market development
- **AIM Pavilion** | prime discounted space at key industry shows
- **Speaking Engagements** | recognition at international industry events

“In today's 24x7 world with the overflow of information we all face on a daily basis, it is more important than ever to stay connected to the “pulse” of the industry. Being involved with AIM gives me the opportunity to see firsthand the issues important to our industry and the activities that are important to its members.

Michael Koch | Director  
RFID Advanced Development  
Zebra Technologies

## AIM Community

AIM China  
AIM Denmark  
AIM Europe  
AIM Germany  
AIM North America  
AIM Russia



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