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IN THIS ISSUE

- **Smart Packaging in a Connected World**
- **AIM Partnership Breakfast @ LIVE!**
- **Industry Voices & Hot Topics**
- **NEW Introductory Membership**
- **Inside AIM Chapters | [AIM Denmark](#)**
- **Featured Industry Events**
- **Standards Issue | [Technical vs. Application Standards](#)**
- **AIM Year in Review**
- **Members Exclusive | [Event Discounts](#)**

Tune In & Get Smart...Packaging | Webinar Exclusive

[AIM North America](#) just released its latest webinar *Understanding Smart Packaging in Connected World*, which features leading industry experts who address questions and issues related to smart packaging.

Panelists Andrew Hurley, PhD of the [Sonoco Institute at Clemson University](#), Jeanne Duckett of [Avery Dennison](#) and Phil Stafford from [Digimarc](#) tackled topics ranging from the evolution of smart packaging to how brands can understand their ROI prior to market launch as well as the benefits of a package that connects consumers to digital information.

View this informative webinar [now](#), or check out the [AIM NA YouTube channel](#) for a complete list of programming.



2019 Partnership Breakfast at LIVE! | Sponsor Opportunities Now Available

Get ready!! The 2019 event season kicks off in a big way on Wednesday, April 3rd in Phoenix, Arizona when AIM hosts its first Partnership Breakfast of the year during RFID Journal LIVE! at the Phoenix Convention Center. Always a standing-room-only event, this year's breakfast will not disappoint, and your company can benefit as a 2019 sponsor.



Join Presenting Sponsor Avery Dennison with options that range from \$250 to \$750 and include benefits well worth the investment. Get all the details [here...](#)

Industry Voices & Hot Topics

[Could a Digital Barcode on Consumer Products Enable the Circular Economy?](#) | Eco-Business

[Over 15 Billion RAIN RFID Tag Chips Sold in 2018](#) | RAIN RFID Alliance

[Will Blockchain Be Secure Enough for the Industrial Internet of Things \(IIoT\) Industry](#) | Bitcoin Exchange Guide

[EU Moves Closer to Requiring Biometrics on National ID Cards](#) | Biometric Update

[5 Winning Strategies to Perfect Retail Execution](#) | CGT Update

[Japan Aims to Automate All Convenience Stores by 2025 with a New RFID Technology](#) | Forbes

[Blockchain-based Biometric ATM Prototype Developed for Saudi Arabian Market](#) | Biometric Update

[New RFID Tracking System from MIT Could Make Robotics Cheaper & Easier](#) | Business Insider

[In-Store Data Collection: Are You Doing It Right?](#) | CGT Update

[How the Internet of Things Could Bring Hackers into Your Kitchen \(or Bedroom\)](#) | GeekWire



Introduce Yourself to a World of Possibilities | NEW Membership Option

AIM member companies around the world have helped advance automatic identification technologies and innovation through networking, education, advocacy, standards and at the hottest industry events for nearly 50 years. Now is the time for you to get in on the action!

For a limited time, AIM is offering an [Introductory Membership](#) option for first-time applicants whose company yearly revenue, based on AIDC sales, is (or anticipated to be) less than \$3M/year. Enjoy all regular benefits of AIM membership for only \$500!*

If you're seeking better corporate visibility along with the ability to have a positive impact on both your business and the industry, act now! Check out the valuable [member benefits](#) awaiting you or [contact AIM](#) today.

** Membership at the Introductory level is limited to one year. AIM reserves the right to discontinue this special option at any time.*

◆◆◆◆◆ Inside AIM Chapters ◆◆◆◆◆

[AIM Denmark](#) is excited to announce two upcoming events and invites all AIM members and industry partners to attend.

RFID & IoT in the Nordics 2019 | May 23 | Copenhagen

The largest RFID conference in the Nordics will focus on this year's theme, *RFID & IoT: How to make your enterprise intelligent through the use of smart wireless technologies.*

For event agenda, registration or other details, [read more...](#)

hi Tech & Industry Scandinavia | October 1-3

This event is expected to attract more than 20,000 visitors and will feature The Smart Company 2019, a collaboration with AIM Denmark and RFID in Denmark that includes The Tracking & Tracing Theatre, where you can experience automated flow, data capture & visualization and encounter new processes one-on-one live.

Check out the event and sponsor opportunities, [read more...](#)

Featured Events

ProFood Tech | March 26-28
Chicago, Illinois

Passenger Terminal Expo | March 26-28
Excel, London, United Kingdom

ADC1 TAG & AIM TSC | March 26
Boulder, Colorado

RFID Journal LIVE! | April 2-4
Phoenix, Arizona

ProMat | April 8-11
Chicago, Illinois

Let's Meet at the Show!

If you plan to be at any event featured here, [let AIM know](#). We'd love to catch up with you there!

SEE ALL EVENTS HERE

Standards Issue | Valuable Insight on Standards Today



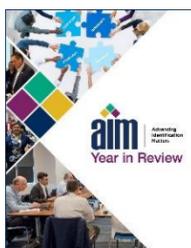
Dan Kimball serves as the "voice" of standards for AIM. His column, Standards Issue, addresses inquiries or the latest happenings in the world of standards that you need to know.

Technical versus Application Standards

The old joke says that the best thing about standards is that there are so many to choose from. And in a way, that is true. Looking just at the bar code world, you see all those different shapes and sizes. The picket fence variety all the way up to [read more...](#)

Are You In It?

Have you seen the [2018 AIM Year in Review](#) yet? Don't miss this annual review of AIM's efforts and impact on the global automatic identification and data capture community, featuring AIM members, industry group accomplishments, award winners and a spotlight on the latest resources.



Member Exclusive | Event Discounts

Don't miss out on exclusive AIM Member discounts for these upcoming industry events. Sign in to the [Members Only section](#) on AIM's website to get your special discount code and review all the discounts AIM has to offer members!

[ProFood Tech](#) | March 26-28 | Chicago, Illinois | **Complimentary Registration**

DON'T FORGET...

Keep AIM newsletters & communications coming!!

The new AIM privacy policy is now in effect. If you want to keep receiving AIM Insider and maintain your free access to communications and premium resources in the industry, take 10 seconds to accept today.

Click here now!

AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies.

AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. AIM member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration.

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