

March 21, 2019



IN THIS ISSUE

- **Tracking ROI with T&T Technologies** | [Peter Lambert](#)
- **Feeding Minds at ProFood Tech**
- **Industry Voices & Hot Topics**
- **Zebra Sports & Everledger Keynote AIM Breakfast**
- **Inside AIM Industry Groups** | [Retail Experts Needed](#)
- **Featured Industry Events**
- **NEW Member Spotlight** | [ECC Corporation](#)
- **ETSI Smart Citizens Project**
- **Member Exclusives** | [Job Board & Event Discounts](#)

Tracking Return on Investment with T&T Technologies | Just Released

Last month, AIM's [Track & Trace Industry Group](#) announced the release of its latest whitepaper, *Return on Investment with Track and Trace Technologies*, created to provide a better understanding of the significant ROI opportunities available to organizations using track & trace (T&T) innovations in the marketplace.



This week, AIM sat down with Peter Lambert, Managing Director of HAL Systems and part of the team who authored the [whitepaper](#), to get an insider's perspective. Mr. Lambert discusses the economic benefits of implementing T&T technology, who should be implementing these technologies and what else one can learn by reading the whitepaper.

One [click here](#) gets you all the answers!

AIM NA Experts to Feed Minds at ProFood Tech

[AIM North America](#) industry experts will take center stage at ProFood Tech next week as they share first-hand knowledge on how AIDC technology meets traceability demands and ensures better transparency for consumers. With foodservice organizations looking to drive waste out of the supply chain, reduce costs, improve product information and establish a foundation for food safety through better traceability, implementation of asset tracking technologies across the foodservice supply chain can do just that.

AIM NA members **Kevin Berisso, PhD** - University of Memphis, **Jeanne Duckett** - Avery Dennison, **Peter Lambert** - HAL Systems, **Doug Niemeyer** - TEKLYNX Americas, **Elizabeth Sinclair** - BarTender® by Seagull Scientific and **Ray Vaughan** - Omron Microscan will be presenting at these sessions:

[Enabling Supply Chain Transparency](#) | Tuesday, March 26 | 12:30 PM - 1:00 PM | Booth 464

[Achieving Food Supply Chain Transparency](#) | Wednesday, March 27 | 12:30 PM - 1:00 PM | Booth 220

[Food Safety, Block Chain and GS1 Traceability Standard - Who Wins?](#) | Wednesday, March 27 | 2:30 PM - 3:00 PM | Booth 464

In addition, AIM representatives will be on hand in Booth 216 at McCormick Place in Chicago from March 26 - 28 to demonstrate how AIDC technologies power transparency and traceability in the foodservice supply chain. If you're attending the event, stop by and feed your mind!

Industry Voices & Hot Topics

[INCITS Announces Recipients of 2019 INCITS Achievement Awards](#)

[Congress Introduces Bill to Improve 'internet of things' Security](#) | CNET

[The Changing Landscape of Barcode Labeling](#) | Logistics Management

[The Internet of Things is Creating the Smart Cities of Tomorrow](#) | Forbes

[Do You Need an 'RFID-blocking' Vest?](#) | The Spokesman-Review

[Securing the "internet of things" in the Quantum Age](#) | MIT News

[Beefing up Traceability: Using "nature's barcode" to Link Meat Back to the Source](#) | FoodIngredientsFirst

[How the Internet of Things is Transforming Healthcare](#) | CustomerThink

[How RFID Can Reduce Mishandling Rates & Enable Greater Data Sharing](#) | Passenger Terminal Today

[5 Ways New Your City Has Embraced RFID Technology](#) | AlleyWatch

[Deny, Defy, Disdain: Georgia Election Chief Adopts Familiar Voting Security Strategy](#) | Politico

These Are a Few of Our Favorite Things | Diamonds, NFL, Wine & Networking

Thanks to not just one -- but two -- amazing keynote speakers, the [2019 AIM Partnership Breakfast](#) at RFID Journal LIVE! in Phoenix is poised to offer something for everyone! [Register](#) today and enjoy some prime networking with RFID peers and these incredible speakers...

John Pollard

Vice President - Business Development | Zebra Sports
Zebra Sports and the NFL

Scott Austin

Senior Vice President - Americas | Everledger
Can Blockchain Make Diamonds Shine Brighter & Wine Taste Better?

This event is complimentary, designed to foster collaboration among all industry professionals and only requires a reservation to accommodate all interested in attending. Bring a friend, or share this invitation with colleagues! [Register now!](#)

The 2019 AIM Partnership Breakfast is graciously underwritten by Presenting Sponsor



in addition to



Inside AIM Industry Groups



AIM's [Internet of Things \(IoT\) Industry Group](#) has formed a new workgroup focusing on IoT's role in retail.

The group has started outlining a whitepaper tentatively titled *IoT in the Purchasing Process*. It's intended purpose is to educate and foster interest in the use of IoT, enabled by AIDC technologies throughout the retail supply chain from start to post-purchase.

Individuals with an interest or expertise in this area are encouraged to participate. If you would like to be a part of this innovative new workgroup, contact Member Engagement Manager [Mike Allen](#) for details on the next meeting or a copy of the whitepaper outline.

Not currently involved but want to participate?

Join us! To learn more about AIM's Industry Groups, contact Member Engagement Manager [Mike Allen](#) for additional information.

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

Welcome New Member!



Nonprofit | Clawson, Michigan | Dr. Richard McDermott - Delegate | www.ecccorp.org

The ECC Corporation is an industry association dedicated to the development, implementation and deployment of new programs and services based on the advocacy of standards and conformity assessment programs that promote and help ensure high quality, reliable supply chain for components, materials, products and other related processes.

ECCC employs a 2D AIDC technology that is OCR based for e-labeling applications. These can be affixed to the surface or

directly marked onto/into the product. ECCC has published an IECQ Specification called e-Labeling three years ago. It has deployed it in two commercial settings.

ETSI Invites You to Participate | Smart Citizens Project

ETSI, the European Telecommunication Standards Institute, recently started a new project within its Human Factors Technical Committee to provide a Technical Report with recommendations that examine existing and needed standardization relating to the "smart citizen" – people who live in or visit smart cities or communities.

The team producing the Technical Report is looking for active input from all interested stakeholders including standards organizations, policy-makers and the cities themselves.

ETSI would be most grateful if AIM members and industry partners could take a few minutes to complete the initial survey, linked here: <https://standards4citizens.etsi.org/Survey/>. Responses are requested by the end of March.*

You can also register with ETSI to keep up-to-date about the project or to answer any questions you have. The contact address is standards4citizens@etsi.org.

ETSI plans to use the inputs provided to help assess the extent of this problem and what can be done about it, hopefully to "reset the future standards agenda" for smart cities. ETSI will produce their report over the next few months.

** In line with the requirements of the GDPR, ETSI will not use your personal data or views expressed for any other purpose than the preparation of this survey, nor disseminate any individual information outside ETSI. Only aggregate data will be published.*

Member Exclusives

Insider Job Board

Looking for a position, or know someone who is? Check out the latest opportunities below. Select a specific position to get application submission information or view details.

- **Global Standards Manager, AIDC | GS1 US**
The Manager, as an AIDC subject matter expert (SME), will support our internal teams and our industry members and customers through education and training and the development of best practice guidelines and solutions of GS1 standards to enable supply chain efficiencies and interoperability. The manager will participate in external standards working groups including AIM, ANSI, ISO, HL7, etc. Full job description and application can be found [here](#).

If you have a position to fill and want to share it with AIM's global network, submit details to the [Insider Job Board](#). Any postings received will be included in the next available newsletter.

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**

[RFID Journal LIVE!](#) | April 2-4 | Phoenix, Arizona | **15% off 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.

Your current registration profile indicates you wish to receive this newsletter. If you prefer not to get AIM Insider, please edit your subscription profile or unsubscribe below.

All opinions expressed, unless otherwise stated, are solely the opinion of the author(s), and do not necessarily represent the opinions of AIM, Inc., its partners, chapters, or sponsors.

Any reproduction of materials requires written permission from the publisher and author(s).

All content copyright © 2019 AIM, Inc.

To unsubscribe from AIM newsletters, click [here](#) or email info@aimglobal.org



www.aimglobal.org
info@aimglobal.org