

July 26, 2018

IN THIS ISSUE

- **Webknowledgy**
- **Industry Voices & Hot Topics**
- **NEW Member Spotlight** | [Laxcen Technology](#)
- **Members Only** | [Discounts](#)
- **Inside AIM Industry Groups** | [DotCode Public Review](#)
- **Featured Events** | [AIM & Industry](#)
- **2018 Case Study Competition Heats Up**

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Webknowledgy | Navigating the AIM Website

AIM's new website which made its debut just a few months ago has been a welcome change for many. The goal was to deliver a fresh look, enhanced navigation and greater intuitiveness, while also providing both industry insiders *and* those wishing to learn more a better understanding of what AIM is and does. As with any launch, navigating new terrain comes with both excitement to see new features and potential frustration when what used to be there may have moved.

Today, *AIM Insider* premieres **Webknowledgy**, a series of feature articles designed to provide information and tips to help better navigate AIM's website. Webknowledgy kicks off with an overview of the new homepage. [Read more here...](#)

Having issues locating information or want to request Webknowledgy feature a specific topic? [Submit your request here.](#)

Industry Voices & Hot Topics

[Who is Responsible When the IoT Malfunctions?](#) | The Daily Dot

[FridgeCam is the IoT Device That Will Actually Improve Your Life](#) | Evening Standard

[Barcode on Liquor Bottle Helps Police Solve Murder Mystery](#) | Indian Express

[Engagement of Things: The Growing Future](#) | ET Telecom

[Multi-colored Barcodes Could Store 3 Times the Data as B&W](#) | DC Velocity

[FairwayIQ Brings the IoT to Golf](#) | Stacey on IoT

[Patients to be Tracked by Barcode in Bid to Free Up Beds as Part of NHS Revolution](#) | UK Daily Mail

[RFID Scanning Added to Mobile Inventory Robots](#) | Robotics Business Review

Inside AIM Industry Groups

DotCode Public Review

The Technical Symbolology Committee ([TSC](#)) wants to remind all interested individuals to share their feedback for the [DotCode Public Review](#) before the deadline!



Participate Now

Deadline | August 11, 2018

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

Featured Events

- **IEEE SOLI 2018** | July 31 - August 2
Singapore
- **International IOT Exhibition** | July 31 - August 2
Shenzhen, China
- **RSPA RetailNOW 2018** | August 5 - 8
Nashville, Tennessee
- **VARTECH 2018** | September 17 - 18
Punta Cana, Dominican Republic
- **LABELXPO Americas 2018** | September 25 - 27
Rosemont, Illinois
- **Connected World Summit** | September 25 - 26
London, United Kingdom

SEE ALL EVENTS HERE

Welcome NEW Member!



Manufacturer | Hong Kong | Anna Lau, PhD - Delegate | www.laxcen.com

With over 20 years of RFID experience in electronic packaging and reliability tests, Laxcen Technology Limited is committed to providing high quality RFID label products to its global clients in over 40 countries. Laxcen provides customized design and manufacturing services to meet various requirements and owns more than 80 product patents. Its products are widely used in logistics, retail, apparel, identification, aviation, ticketing and asset tracking systems.

In addition to manufacturing bases in Ningbo and Shenzhen, Laxcen operates a central RFID research and development laboratory which includes a state-of-the-art anechoic chamber, mechanical reliability measurement facilities and other fatigue analysis tools.

Laxcen is consistently working on offering solutions for IOT industry, designing and manufacturing high-quality RFID products. The company recently built an IOT technology innovation center through a cooperation with the National Integrated Circuit Public Service Platform of the Ministry of Industry and Information Technology. As a result of this initiative, a number of IOT solutions and products offered by Laxcen have been widely applied in areas such as automobile manufacturing, artificial intelligence, smart city, transportation & logistics, retail & anti-forgery and public security.

Members Only | 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 receive get your special discount code and review all the discounts AIM has to offer members!

- [Connected World Summit](#) | September 25-26 | Olympia, London, UK | **20% off registration**
- [PACK EXPO](#) | October 14-17 | Chicago, Illinois | **Complimentary registration for suppliers and/or distributors**
- [AI Expo North America](#) | November 28-29 | Santa Clara, California | **20% off registration**



Don't miss out on this once-a-year opportunity to spotlight your award winning case study in AIM's [Case Study Competition!](#)

The 2018 event is creating even more opportunities for AIM members and industry partners to showcase the most innovative use of the latest technologies being implemented to enhance automatic identification and data capture in the global marketplace with four categories -- **AIDC** | **Blockchain** | **Internet of Things** | **RFID**.

The entry submission deadline -- August 22nd -- is quickly approaching!

For the latest on the **2018 Case Study Competition**, [read more here](#) or begin your submission [now](#).

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!

Technical Issues | AIM Email & Website

In the past few weeks, our CMS system has undergone a major upgrade. Unfortunately, during this process, intermittent interruptions affecting AIM emails & the website have occurred. We apologize for any inconvenience this may have caused and appreciate your patience as we work with our provider to restore issue and stress-free communications. If you notice problems, please contact AIM immediately so we can address any recurring issues.

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.

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