

August 9, 2018

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Blockchain...Easy as ABC | Special Release

Earlier this week, AIM announced the official launch of its newest group, the **AIM Blockchain Council**, easily recognizable by its acronym -- ABC. As part of the IOT Industry Group, it will be chaired by John Greaves of Lowry Solutions to investigate the opportunities and challenges in utilizing blockchain applications with AIDC technologies, such as IoT and RFID, to improve the traceability, reliability, and security of information.

AIM Insider is pleased to offer this just-released podcast featuring IoT Industry Group Chair Jeanne Duckett of [Avery Dennison](#) and AIM Blockchain Council Chair John Greaves of [Lowry Solutions](#) as they discuss blockchain and how AIM's new group expects to make an impact.

To listen to the interview in this special release, [click here](#).

Industry Voices & Hot Topics

[Does Pushback Against Facebook Signal New Era of IoT Data Ownership?](#) | Propmodo

[Can IoT Security be Improved by the Government Procurement Process?](#) | American Enterprise Institute

[Privacy Revolution: How Blockchain is Reshaping Our Economy](#) | Forbes

[The Future of IoT from Kevin Ashton, Who Gave IoT Its Name](#) | TechRepublic

[IoT: Are Government Regulation Efforts Too Little, Too Late?](#) | The Legal Intelligencer

[Wheels Up: How Delta Uses RFID to Ensure a Smooth Supply Chain](#) | Supply Chain Dive

[How Cryptojacking Can Corrupt the Internet of Things](#) | Scientific American

[The Scope for Innovation Through IoT is Simply Too Great to Ignore](#) | Business Matters UK

[Turbo Codes Supercharge Internet of Things](#) | IEEE Spectrum

[Best Practices for Federal IoT Deployments](#) | FedTech Magazine

Discover New Opportunities as an AIM Workgroup Participant

Information, Insight and Influence are the catalysts for success in this industry. Being part of an industry or workgroup is a great way to broaden your knowledge of the industry while networking and building partnerships with new colleagues. The following groups are seeking individuals to help shape the industry.

- **Blockchain** | This new workgroup, formed by AIM's Internet of Things Industry Group (IOT), is preparing to meet in early fall and looking to connect with additional individuals interested in the initiative.
- **Smart Cities** | In the path towards smarter cities, standardization will play a key role in ensuring consistent outcomes. Standards are relevant in the physical world, where they allow for the interconnection of hardware and technologies, but also in the virtual space where they facilitate data collection/sharing as well as city operation.
- **RFID for Food Animal ID** | The initial AIM Technical Report was developed in response to the transport of food animals mandates. This workgroup will be revising this report to take into consideration new ISO standards for implementation paths in LF and UHF.
- **Technology Dictionary** | This short-term project team will review, edit, and modify AIM's Technology Dictionary to be technology inclusive and vendor agnostic.
- **Public Policy on Food Traceability** | This workgroup will develop and conduct a high-level demo for FDA food policy, US Chamber of Commerce Agricultural committee or other interested influencers to public policy with the objective - demonstrate AIDC effectiveness in food traceability.

- **Call for Speakers** | AIM North America is hosting a series of speaker-led sessions that focus on how AIDC makes the world more connected. Members are invited to contribute and share their expertise. Events include: VARTECH, LabelExpo Americas, and PackExpo.

Interested? [Submit your name here.](#)

Inside AIM Industry Groups

LAST CALL | DotCode Public Review

Share your feedback for the [DotCode Public Review](#) before the August 11th deadline!!!

Participate Now

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

Featured Events

- **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
- **Smart Cities Week** | October 2-4
Washington, D.C.
- **RFID in Retail** | October 3
New York City, New York

SEE ALL EVENTS HERE

Member Spotlight



Academic | Memphis, Tennessee | Kevin Berisso, PhD - Delegate | www.memphis.edu

At the University of Memphis, the Herff College of Engineering, a nationally ranked program, is home to The Automatic Identification Lab whose mission is to educate students and industry on the selection and use of the various AutoID technologies through classes/workshops, technology transfer activities and university/industry partnerships.

The UM AutoID Lab started with the arrival of Kevin Berisso, PhD, who has a strong history in the AutoID field. Concentrating on helping companies and students with **all** of the AutoID technologies, the AutoID Lab's goal is to educate on and promote the use of the correct AutoID technology for a given problem. The lab views the various technologies as enabling technologies - a means to an end; not an end in and of itself.

In addition to the education and research done by Dr. Berisso and his colleagues, a Teacher's Institute held on the UM campus offers relevant sessions to ensure teachers fully understand how automatic identification works and when it should be used. This week long annual event, which features both presentations and hands-on lab activities, is attended by teachers from across the U.S. and leading industry executives who share their expertise and field experiences.

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**
- [Smart Cities Week](#) | October 2-4 | Washington, D.C. | **10% 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**



AIDC | Blockchain | Internet of Things | RFID

Spotlight your award winning case study in AIM's [Case Study Competition](#) before time's up!

The August 22nd submission deadline is less than 2 weeks away!! For details on the **2018 Case Study Competition**, [read more here](#) or begin your submission [now](#).

DON'T FORGET...

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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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