

September 6, 2018

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What's "Old" is New Again | Special Release

Forget the naysayers who proclaim the barcode is nearing extinction! AIM and the AIDC industry know that almost 70 years after the idea of a barcode was conceived, over 65 years since it received the first patent and nearly 45 years of commercial usage (*thanks to that pack of Wrigley's Juicy Fruit gum*), innovations to adapt barcode technologies within global markets are taking place every day, with results that offer reliable and efficient scanning options, saving time and expenses while delivering accuracy.

This week, the *Insider* sat down with two executives from barcode industry leader [Digimarc](#), **Dora Merrick**, Senior Partner Marketing Manager and **Becky Kiichle-Gross**, Senior Product Manager, to discuss the latest innovations in barcodes for thermal labels.

To listen to the interview, click [here](#).

Industry Voices & Hot Topics

[CTIA Unveils Internet of Things Cybersecurity Certification](#) | Law360

[Logility & APICS Survey Reveals Top Supply Chain Priorities for Advanced Analytics](#) | Logistics Management

[Barcode Verifiers Market is Thriving According to New Report](#) | Industry Chronicle

[UPS Opens \\$100million Advanced Technology Paris Hub](#) | Supply Chain

[How the Internet of Things Could Help Feed the World](#) | Forbes

[Customer Experience Drives Supply Chain Innovation](#) | Consumer Goods Technology

[How Paper Batteries Charged by Bacteria Could Power Internet of Things](#) | IEEE Spectrum

[Sourcing as a Value Center: Winning with Technologies](#) | apparel

[Ideas This Bad Could Kill the Internet of Things](#) | Network World

[Smart Cities Massively Exceeding Expectations](#) | IDTechEx

[The Winning Formula: How Leading Organizations Are Leveraging the Internet of Things](#) | Forbes

[RFID Market: Revenue to Grow at a CAGR of 14.5% During 2018–2028, Driven by Integrating RFID Technology with IoT and Big Data Platforms for Real-time Data Access](#) | Future Market Insights

[Digital Label Press Installations Surpass Conventional Sales for First Time](#) | Labels & Labeling

Headed to VARTECH or LABELLEXPO? | AIM NA Offering Special Education Sessions

[AIM North America](#) will be hosting education & knowledge sessions at both VARTECH in Punta Cana and LABELLEXPO Americas in Rosemont, Illinois (Chicago) later this month. If you're planning to be there, here's a peek at what's in store...



The World of Auto ID | What is Next?

Monday, September 17th & Tuesday, September 18th | 90 minute session | *Daily times to be confirmed

Join a panel of industry experts to discuss the current state of automatic ID and where these technologies are headed in the future. Take part in this session to get an insider's perspective on the standards, trends and future opportunities with technologies like RFID, barcoding, blockchain, RTLS, IoT and more!

Featured Panelists:

- Andrew Ehlers | Vice President of Channel Sales | [Zebra Technologies](#)
- John Greaves | IoT, RF and Blockchain Solutions Architect | [Lowry Solutions](#)
- Peter Lambert | Managing Director | [HAL Systems](#)
- Doug Niemeyer | General Manager | [TEKLYNX Americas](#)

[Read more here...](#)



Track & Trace Technologies

Wednesday, September 26th | 7:30 AM

Join a panel of industry experts to demonstrate how tracking and tracing applications support your corporate strategy. Attendees will learn how these technologies drive costs down and improve efficiency, stay ahead of your competition and improve your supply chain management. Registration is complimentary.

Featured Panelists:

- Jeanne Duckett | Manager, Technology Development & Printer Research | [Avery Dennison](#)
- Felix Klebe | Product Manager, Auto ID & Verification | [Omron Automation Americas](#)
- Debangana Mukherjee | Director of Business Development & Sales | [CISC Semiconductor Corporation](#)

[RSVP now for the AIM NA Track & Trace session or read more here...](#)

Inside AIM Industry Groups

As fall approaches, two happenings are always on the seasonal agenda -- back-to-school and AIM Industry Groups in action. September kicks off in a big way...take a look:

UDI for Medical Devices (AIM NA) | September 7

RFID in Materials Handling Workgroup | September 12

IoT Industry Group | September 13

Food Traceability Workgroup (AIM NA) | September 14

Sensors Application Identifiers Workgroup | September 21

Technical Symbology Committee | September 24

RFID in Healthcare Workgroup | September 27

Watch your email for respective announcements or visit the [AIM Events Calendar](#) for meeting times. **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

- **Blockchain World Summit** | September 12 - 13
Grange St. Paul's, London, United Kingdom
- **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
- **AI Expo Europe 2018** | October 1 - 2
Amsterdam, Netherlands
- **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



Independent Software Vendor | Greenville, South Carolina | Amber Richards - Delegate | www.integratedids.com

Integrated ID Solutions, Inc. helps you take advantage of the latest wireless communications, automatic identification technologies (AIT), and solutions for the Internet of Things (IoT) by taking the risk out of project planning, design, and implementation. As an independent, experienced advisor, IIDS has full flexibility to recommend the best approach, the optimal technologies, and the most trusted partners to meet your specific business needs.

Our extensive proven experience combined with our subject matter expertise and vendor-neutral approach set us apart. We manage each engagement with a vision to deliver a combination of process improvements and appropriate technologies to provide the most value for your operations – not to see where a specific product or packaged software application might fit. Since our founding in 2005, this approach has been validated by many successful projects for key public sector and commercial clients.

Members Only | 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 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**
- [LABLEXPO Americas](#) | September 25-27 | Chicago, Illinois | **10% 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**
- [IDTechEx Show!](#) | November 14-15 | Santa Clara, California | **30% off registration**
- [AI Expo North America](#) | November 28-29 | Santa Clara, California | **20% off registration**

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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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