

June 2018

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### A View from the Top | [Henri Barthel](#)

*AIM Matters talks to the leaders who are making a difference* | Earlier this month, a group of international industry leaders met in Chicago for their 2018 SC31 Plenary meeting. While not everyone is involved in developing or updating standards, no one -- industry professionals, consumers or businesses -- can function in their daily activities without having standards that establish the parameters of the world today. Fortunately, the members of ISO/IEC JTC1/SC31 lead the AIDC industry in creating, monitoring and updating the standards that help to guarantee compliance on a global basis.



Henri Barthel is an internationally known and respected industry insider. He wears a multitude of hats for his professional life, in his position with GS1 Global, Mr. Barthel is Vice President, Systems Integrity & Global Partnerships and he currently serves as the Chairperson of [ISO/IEC JTC1/SC31](#), overseeing the working being done by ISO's group for automatic identification and data capture techniques.

AIM Matters was fortunate to have the opportunity to speak with Mr. Barthel during the recent Plenary and presents in this issue the podcast of that interview. In it, Chairman Barthel gives his insights on both the SC31 and the AIDC industry.

To download a copy of the podcast, [click here](#).

### Do You Have What it Takes to be a Catalyst for Success?

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 begin meeting in July 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: VARECH, LabelExpo Americas, and PackExpo.

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

### Member Spotlight



Independent Software Vendor | Toronto, Ontario | Don Ferguson - Delegate | [www.lyngsoesystems.com](http://www.lyngsoesystems.com)

Lyngsoe Systems is a world leader in logistic solutions across the customer supply chain, offering real-time transparency, traceability and data capture to increase customer revenues, reduce OPEX and ensure quality.

Originally founded as a division of Søren T. Lyngsø AS (established in 1952 in Copenhagen), Lyngsoe Systems was sold in 1994 in a buy-out to the management group. Today, Lyngsoe has a presence throughout the world, including offices in Denmark, Canada the U.S.

Lyngsoe System's global areas of expertise include: Postal & Logistics, Library, Airports & Airlines, Manufacturing & Supply Chain, Healthcare and Customs & Shipping.



Did you miss the latest AIM webinar, *How RFID Technology Can Keep Your Lone Workers Safe?* It's not too late! Download the webinar [here...](#)



Remember...the deadline for entries for AIM's [2018 Case Study Competition](#) gets closer every day. Don't wait until the last minute to submit your best-in-class case study!!! Awards will be given in three categories -- AIDC, IOT and RFID. Submissions must be received by Friday, July 27th. Get competition details or begin your submission [here](#).

## Standards Issue | Valuable Insight on Standards Today



**Dan Kimball serves as the "voice" of standards for AIM Matters. His column, Standards Issue, addresses inquiries or the latest happenings in the world of standards that you need to know. If you have a topic for Dan to address, email [Standards Issue](#).**

### Is it an ISO or ANSI Standard?

When people mention a standard, the title is nearly always preceded by a series of letters identifying who wrote the standard. We see standards like ISO/IEC, ANSI, AIM or MH10. So, if there are three (or more) standards that have the same or similar titles which one should you buy? Which one to comply with? [Read more here...](#)

## Chapter Spotlight



Frithjof Walk – President  
Hoegaarden, Belgium  
[www.aimeurope.org](http://www.aimeurope.org)

### AIM Europe needs your help!

**EU Regulation on Approved Frequencies |**  
The vote to adopt new frequencies will take place during their meeting on 11 July 2018. Although the new frequencies were approved as an ETSI standard (EN 302 208) the adoption by the countries has been very poor. Reach out to your representatives today. Complete details including a sample letter and contact list of EU representatives can be found [here](#).

Learn more about AIM Europe and the work being done by clicking on the chapter logo above.

## Industry Voices & Hot Topics

[RFID is Transforming the Tire Industry](#)  
Rubber & Plastics News

[Future Tense | The Blockchain of Things](#)  
Slate

[Researcher Who Coined Term 'Internet of Things' Sees Move to Mass Production](#)  
SiliconANGLE

[Why are 2D Barcodes Scanners Taking Over?](#)  
Business 2 Community

## Inside AIM Industry Groups

AIM Industry Groups, representing all aspects of AIDC, have been very busy during the first half of 2018.

Learn about all the latest highlights [here...](#)

New participants to industry groups are always welcome.  
Contact Member Engagement Manager [Mike Allen](#).



AIM & RAIN Pavilion | [IDTechEx](#)  
November 14 – 15, 2018  
Santa Clara, CA.

### Only ONE spot remains!

Specially designed to allow AIM & RAIN member companies to showcase their business.

Exhibitors must be members to participate.  
To reserve your spot, contact [Mary Lou Bosco](#).

## Featured Industry Events

Many offer exclusive discounts for AIM members!  
Visit the [Members Only](#) page for details, or visit the [AIM & Industry Events Calendar](#).



[MIT Engineers Give RFID Tags Chemical-Sensing Capabilities](#)  
engadget

*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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[www.aimglobal.org](http://www.aimglobal.org)  
[info@aimglobal.org](mailto:info@aimglobal.org)