

October 2018

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## A View From the Top | Justin Patton | RFID Lab Director - Auburn University

**AIM Matters talks to the leaders who are making a difference** | The [Auburn University RFID Lab](#) specializes in the business case and technical implementation of radio frequency identification technology in retail, supply chain and manufacturing settings, working with technology companies. Justin Patton, who holds degrees in Physics and Computer Engineering has been at the helm of Auburn's RFID Lab since 2014.



AIM Matters caught up with Mr. Patton earlier this week to talk about how this 'non-traditional' R&D lab has found the ROI in serialized supply chain data systems. More specifically, on how serialized supply chain data systems can track items from cradle to grave.

Justin discussed how the Auburn RFID Lab found success in the retail, aviation, and animal tracking space using Active, HF, LF, NFC and RAIN (UHF) technologies. In addition, the RFID Lab just released a new study, *Project Zipper: EPC-Enabled Item-Level RFID Supply Chain Brand/Retailer Exchange Study*, available for [download here](#).

To listen to this interesting and informative executive interview, [click here](#).

## Industry Voices & Hot Topics

[How to Keep the Internet of Things From Killing Us All](#) | Pacific Standard

[Blockchain Explained: What it is and isn't and why it matters](#) | Digital McKinsey Podcast

[Cybersecurity 202: California's New IoT Law Only Protects Against a Small Portion of Cyberthreats](#) | Washington Post

[Adding Sensors to RFID Tags Enables New IOT Applications](#) | ITWeb

[Internet of Things Could Revolutionize City Planning](#) | Voice of America

[Three Perspectives: How Blockchain is Changing Business](#) | Inc.

[The Cost of a Recall](#) | RFID Journal

[Want Safer Internet of Things? Change Government Buying Rules](#) | Nextgov

[Making the Decision to Embed RFID](#) | Manufacturing.net

[NIST, ANSI & Partners Release Internet of Things-Enabled Smart City Framework](#) | ANSI

**RAIN RFID ALLIANCE -  
ASIA MEETING | RAIN  
RFID 联盟- 亚洲会议**

InterContinental Xiamen Hotel Xiamen, China 中国厦门酒店  
04-06 December 2018



[RAIN RFID Alliance](#) is extending an invitation to all AIM members and industry partners to attend its upcoming meeting being held December 4-6 in Xiamen, China. The theme for this event is *RAIN Retail Revolution*. Registration is now open and those interested are encouraged to register now and book hotel rooms before a sellout occurs.

To get event details or learn about sponsor opportunities, contact RAIN President [Steve Halliday](#) or [read more here...](#)

## Welcome NEW Member!



**Manufacturer | Thorofare, New Jersey | Craig Weakley - Delegate | [www.checkpointsystems.com](http://www.checkpointsystems.com)**

Checkpoint Systems, a division of CCL Industries, addresses two critical issues for its customers: Improving Profitability and Improving Consumer experience. We deliver intelligent solutions – bringing clarity and efficiency into the retail environment anytime, anywhere. Through a unique offering of software, hardware, labels, tags and connected cloud based solutions, Checkpoint optimizes operational efficiencies through analysis of real time data captured throughout the Supply Chain and in store then translating this to clear concise actions and tasks.

We provide end-to-end solutions enabling retailers to achieve accurate real-time inventory, accelerate the replenishment cycle, prevent out-of-stocks and reduce theft, thus improving merchandise availability and the shopper's experience. Checkpoint's solutions are built upon 48 years of radio frequency technology expertise, innovative high-theft and loss-prevention solutions, market-leading RFID hardware, RFID software, and comprehensive labeling capabilities, to brand, secure and track merchandise from source to shelf.

Checkpoint's customers benefit from increased sales and profits by implementing merchandise availability solutions, to ensure the right merchandise is available at the right place and time when consumers are ready to buy. Checkpoint operates in every major geographic market and employs 4,500 people worldwide.

## EU Frequency Regulation Official Document Published

The final document related to the European Union Commission's regulation implementing Decision (EU)2018/1538 on the harmonisation of radio spectrum for use by short-range devices within the 874-876 and 915-921 MHz frequency bands was issued this week. Individuals interested in reviewing the official document can do so [here](#).

## Changing Times | AIM Year in Review Getting New Look for 2018

In our ongoing efforts to keep communications and publications relevant and valuable for the AIM global community, we're excited to announce that the *2018 Year in Review* (YIR) will be getting a new look. Thanks to the input of a special focus group comprised of 25+ AIM members, each with unique and diverse perspectives, the 2018 YIR will be designed to better highlight the multitude of AIM accomplishments during the year and deliver a more strategic message.

The updated publication will also include a section to spotlight corporate supporters of AIM. Offering four levels of sponsor opportunities, ranging from \$250 to \$1,000, each level will provide increasing visibility, information and access to the sponsor's organization. Sponsor opportunities are open to both AIM member and industry partner companies, but some levels may be limited based on space available.

An announcement detailing the sponsor options will be released before the end of October, however, individuals interested can [contact AIM now](#) to secure a spot for their organization at the desired level.

The anticipated release date for AIM *2018 Year in Review* is late January 2019.

## 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.**

### Conformance versus Compliance | What is Required?

To start, it is necessary to make sure we understand the difference between conformance and compliance. Once we understand this, the requirements for each will become almost obvious. Compliant or compliance is when [read more here...](#)

## Chapter Spotlight



Don Ertel – Chairman  
Mary Lou Bosco - Secretariat  
Pittsburgh, Pennsylvania, USA  
[www.aim-na.org](http://www.aim-na.org)

AIM North America represents AIM in the United States, Canada and Mexico.

Recently, the AIM NA Public Policy UDI Workgroup responded to a call from the International Medical Device Regulators Forum (IMDRF) for consultation regarding their proposed UDI guidance documents.

To view the team's comments [read more here...](#)

The workgroup's comments focused on the effective use of AIDC technologies in meeting the FDA's requirements for direct marking of devices for unique device identification purposes.

Learn more about [AIM North America](#) and other work being done by clicking on the chapter logo above.

## Inside AIM Industry Groups

Earlier this month, the recently established AIM Blockchain Council (ABC), a workgroup within the [Internet of Things \(IoT\) Industry Group](#), hosted their first meeting.

During the meeting, participants discussed the roles and responsibilities of the Council and identified several projects where the group can focus their efforts in the coming months. Among the suggested activities were the development of several different technical reports and use cases.

To help identify which projects to prioritize, the ABC is asking AIM members and industry peers to offer their thoughts via a one-question survey intended to gauge interest and value to the industry.

**Submit your feedback at [ABC Survey](#).**

The next meeting of the ABC will be held in November. If you'd like to participate or have expertise in this area, contact [Mike Allen](#) for meeting specifics.

**Join us!** New participants to AIM Industry Groups are always welcome. Simply contact Member Engagement Manager [Mike Allen](#).

## Featured Industry Events

**Many offer exclusive discounts for AIM members!**

Go to the [Members Only](#) page for details, or visit the AIM website to view [AIM & Industry Events Calendar](#).



*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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