# Connections Summit 2018

March 7, 2018

Google Java Corners | Sunnyvale, California

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aim

NFC FORUM

RAIN RFID

# Welcome From Your Host Partners!

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Aware Innovations

EM MICROELECTRONIC

A COMPANY OF THE SWATCH GROUP

中国二维码注册认证中心

CNRT

China Registration & Certification Center of Two-dimensional Code

SMARTRAC

connect things

TELONIX

Thank You!!!

# Summit Sponsors | Silver

Thank You!!!

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www.nfc-forum.org

# Thank you for joining us!

Don’t forget to tap my badge for contact details!

# You may be a winner!

- A Starbucks Gift Card
- A bottle of wine – tap the hang tag for tasting notes
- An NFC-enabled teddy bear – tap the bear's t-shirt

If you are a winner, visit the registration table at lunch to redeem your notification for your prize.

# Directions for NFC-Enabled Tattoos

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Android/Microsoft/Blackberry

- Step 1: Make sure that your NFC feature is turned on, on your phone.  You can accomplish this through settings, or more settings based on the device.
- Step 2: Affix the tattoo to the back of your hand or wrist.
- Step 3: Tap the NFC Tattoo to see if you are a winner.

iPhone 7 and latest/iOS 11 or later

- Step 1: Download NXP Taginfo from App store.
- Step 2: Affix the tattoo to the back of your hand or wrist.
- Step 3: Open the app.
- Step 4: Tap the NFC Tattoo to see if you are a winner.

# NFC Forum

Paula Hunter

Executive Director

# The NFC Forum at a glance

The NFC Forum has 150-member organizations and is the world's leading standards and advocacy association for Near Field Communication (NFC) technology.

| | | | |
|---|---|---|---|
| | DNP | Google | Infineon |
| intel | life.augmented | mastercard | NXP |
| QUALCOMM | SAMSUNG ELECTRONICS | SONY | VISA |

# Why Near Field Communication?

2 billion NFC-enabled devices in use – almost a quarter of the world's population will have access to NFC by 2020[1].

36 billion IoT devices – four for every person on the planet – will need commissioning, connection and control by 2020[2].

4 key focus areas:  Automotive, IoT, Public Transportation, Retail and Payment

# NFC is Everywhere!

Nike NFC-enabled NBA Jerseys

Mercedes-Benz & Samsung NFC Car Key

JR East NFC-enabled Mobile SUICA

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aim | Advancing Identification Matters

# AIM – Advancing Identifcation Matters

Chuck Evanhoe

Chairman, Board of Directors

# About AIM

Our Mission

- As an unbiased resource for networking, education, advocacy, and standards, AIM will help its members grow their business by fostering the effective use of automatic identification and data capture (AIDC) solutions

Our Vision

- Advancing the effective use of automatic identification and data capture technologies

Our VALUE

- Creating partnerships to globalize AIDC industry success

# About AIM

- AIM's primary goal is to advance the application of automatic identification and data capture (AIDC) and while bolstering the success of our members
- AIM is the premier AIDC industry association and advocacy
- AIM is a GLOBAL association
- AIM chapters are located across the world
- AIM is compromised of over 400 member companies

# Evolution Through the Years

AIM USA

The Association of the Automatic Identification and Data Capture Industry

Started as a manufacturers' association nearly 50 years ago

Association for Automatic Identification and Mobility

**NOW** we are the industry association for all AIDC stakeholders

aim

Advancing Identification Matters

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RAIN® RFID

# RAIN RFID Alliance

Steve Halliday

President

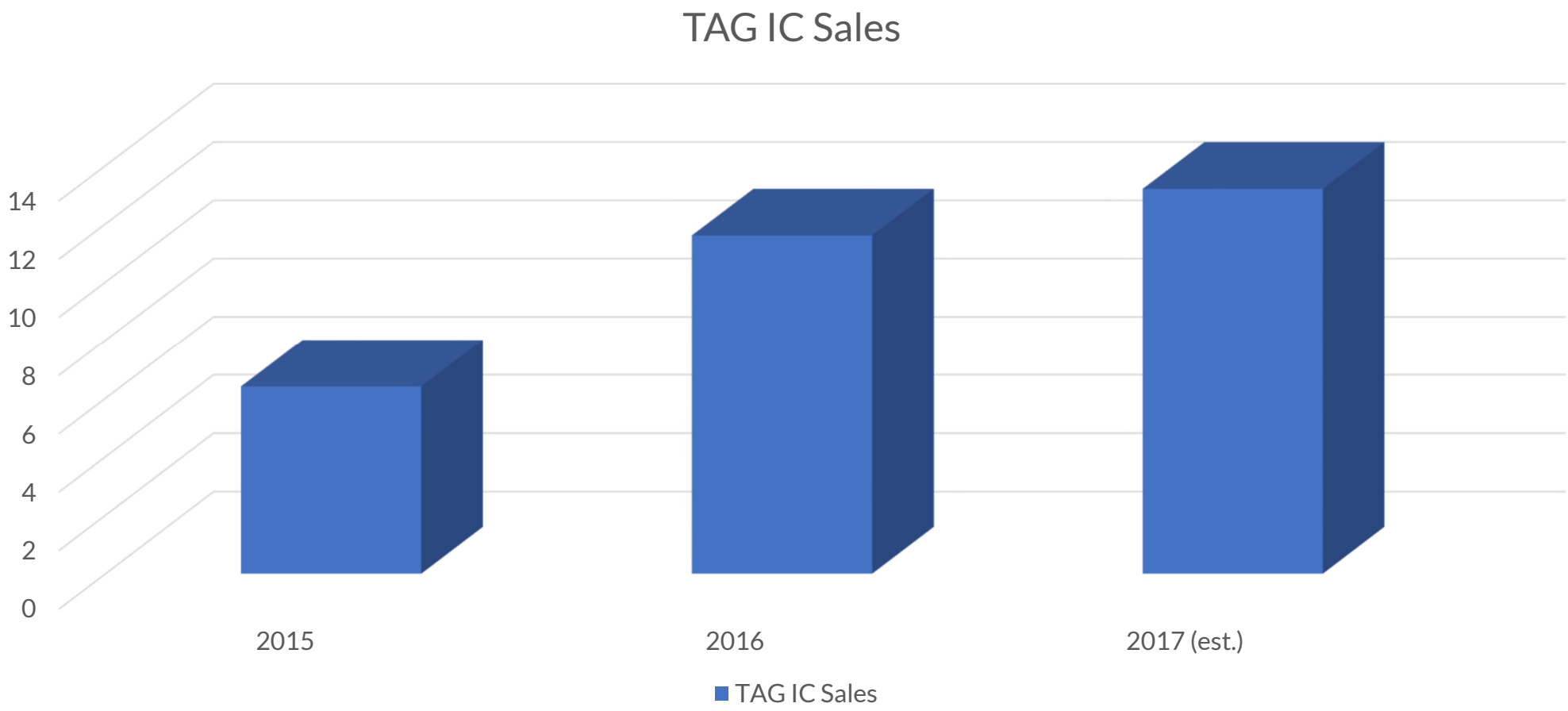
# RAIN RFID Alliance

- Formed in 2014 to provide a marketing Alliance for the technology
- Over 150 members worldwide
- Members include:
  - Manufacturers of RAIN RFID technology and software
  - Solution providers
  - Test houses, academia
  - End-users

# RAIN RFID Alliance

- RAIN RFID is a wireless technology that connects ***billions*** of everyday items to the internet, enabling businesses and consumers to **identify**, **locate**, **authenticate,** and **engage** each item
  - Using the GS1 UHF Gen2 protocol and ISO/IEC 18000-63 standard

# RAIN and the IoT



# Venue Logistics

1. Restroom locations
2. Meeting room locations
3. WiFi / Charging stations / etc.

# Please Don’t Forget…

Turn off all cell phones & electronic devices

If you require any assistance, see a staff member from AIM, NFC Forum or RAIN.

# Agenda

| | |
|---|---|
| 9:00 am | **WELCOME & INTRODUCTIONS** |
| 9:30 am | **THE PERVASIVE NATURE OF IOT IN THE WORLD OF INTELLIGENT BIG DATA \|** *Antony Passemard, Google* |
| 10:00 am | **RFID 2018-2028: RAIN AND NFC MARKET STATUS, OUTLOOK AND INNOVATIONS \|** *Raghu Das, IDTechEx* |
| 10:30 am | **NETWORKING BREAK** |
| 11:00 am | **INDUSTRY SESSIONS by TRACKS \| RETAIL& SMART PRODUCTS SECURITY & BLOCKCHAIN HEALTHCARE** |
| 12:30 pm | **LUNCH** |
| 2: 00 pm | **INDUSTRY SESSIONS by TRACKS \| RETAIL& SMART PRODUCTS INTERNET OF THINGS MARKET OPPORTUNITIES** |
| 3:30 pm | **NETWORKING BREAK** |
| 4:00 pm | **SPONSOR PRESENTATIONS** |
| 4:30 pm | **INDUSTRY SESSION** \| **Panel Discussion \|** Intelligence of Things: What Does the Future Hold for IOT? |
| 5:15 pm | **CLOSING REMARKS** |
| 5:30 pm | **NETWORKING HAPPY HOUR** |

# Meeting Rooms

- Morning
- Track 1 – Retail:  Luca Pacioli
- Track 2 – Security:  Elinor Ostrom
- Track 3 – Healthcare :  Alexander Hamilton
- Afternoon
- Track 4 – Retail:  Elinor Ostrom
- Track 5 – IoT :  Luca Pacioli
- Track 6 – Market:  Alexander Hamilton

# Lunch | 12:30 pm

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Lunch (Pizza) will be setup in:

# Dan Bricklin

## Special Diet – See a staff person

# Networking Happy Hour | 5:30 pm

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## Join Us !

# Connection Summit Presentations

A link to all Summit presentations will be sent via email to all attendees in the next two weeks

**Watch for it!**

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www.aimglobal.org

NFC FORUM

www.nfcforum.org

RAIN RFID

www.rainrfid.org