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# Taiwan RFID



## Taiwan Int'l RFID Applications Show

## Oct. 7-11, 2008

[www.RFIDTaiwan.com.tw](http://www.RFIDTaiwan.com.tw)

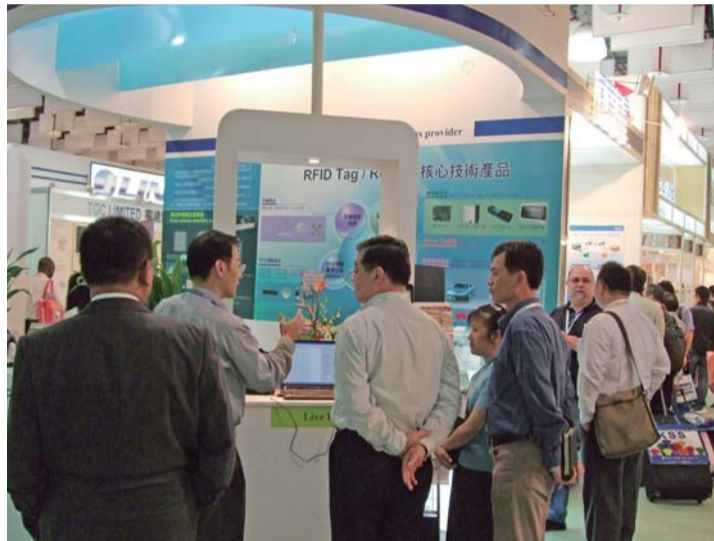
E-mail: [rfid@taitra.org.tw](mailto:rfid@taitra.org.tw)

# Taiwan RFID opens, highlights industry's business potential

Organized by TAITRA (Taiwan External Trade Development Council) and Taiwan Electric and Electronic Manufacturers' Association, the second Taiwan International RFID Application Show unfolds from Oct. 7 to 11 for the first time at the new Nangang Exhibition Hall. This event runs in conjunction with the globally famed TAITRONICS (Taipei International Electronics Show), the procurement hub of much of the world's supply of electronics. The linking of these two shows not only increases media exposure but also brings greater business opportunities for electronics-related industries.

RFID tech holds a vital and growing influence on global industrial developments and is listed as one of the top 10 crucial technologies of the century. According to forecasts by Allied Business Intelligence, the authoritative U.S. market survey company, the market value of RFID for 2008 is US\$3.843 billion and its average annual growth rate is 22%. By 2012, when product application and market acceptability have matured, there will be an annual growth rate of around 21% and the global production value for the market will reach US\$8.4 billion. Its future applications will cover related industries, such as logistics, safety, medicine, agriculture, finance, and transportation are infinite.

The first Taiwan RFID show last year welcomed more than 25,000 visitors, with the five best nations represented by buyer turnout being the U.S., Japan, Singapore, Hong Kong, and Australia, respectively.



International buyers showed high confidence in the various kinds of RFID applications such as electronic tags, chips, antennas, readers, and chip tags, developed by Taiwanese manufacturers. The total value of orders placed is estimated to have exceeded millions of US dollars. The Taiwan International RFID Applications Conference that was held concurrently with the show also attracted nearly 2000 industry members keen to learn of the latest international trends and successfully promote the show to world.

The second RFID application show is back bigger and better in a record size to offer such theme areas as RFID Parts & Components, Logistics and Merchandise Information Solutions, Printing Machines, System Solutions, Sensors, Modules, and other RFID Products. In light of Taiwan's advantages in RFID hard-

ware accessibility, the organizers have especially set aside an area dedicated to RFID equipment and peripheral products so that international buyers can get a complete picture of product lines at one stop. Besides long-term advantages in manufacturing hardware, the actual accomplishments of Taiwanese manufacturers in system integration in recent years are also becoming increasingly diverse. For example, the NFC mobile phone of Chunghwa Telecom and the RFID ear tag system for pigs initiated by Enrich Field Biotech both show the maturing of the RFID industry in Taiwan. Taking part will be such leading manufacturers as Texas Instruments, RegalScan Tech, J-Link Technology, Ming Tai Screen Printing Machine, Champtek, Watron Technology, Identification and Security Technology Center of

the Industrial Technology Research Institute of Taiwan, and the RFID Application Office of the Ministry of Economic Affairs.

Last year TAITRA successfully invited important buyers, such as Sybase from Germany, Hitachi and Siemens from Japan, and Shinsegae Department Store from Korea to come to Taiwan for the show and subsequently received great feedback from manufacturers. To serve exhibiting manufacturers of the 2008 Taiwan International RFID Application Show and to enhance the efficacy of the show, TAITRA will continue to proactively invite heavy-weight buyers from other countries.

Currently, 23 U.S. RFID-related manufacturers have been successfully invited and have delegations at the show. Among these manufacturers are many well known names such as Reva Systems, the leading RFID network infrastructure supplier, whose major product is the RFID Tag Processor (TAP) which is equipped with a reader central control, tag precision positioning, data management, and network management; the world famous Motorola -- Symbol Technologies, and TAGSYS RFID Group, a global RFID infrastructure professional parts supplier, whose major products include RFID tags, readers, and antennas.

The company is also well known for RFID applications in textiles, pharmaceuticals, and life sciences. In addition, Checkpoint Systems, an RFID tag supplier for packaging, retail, and pharmaceutical industries, and CACI International, a famous IT total solution company for the security and defense system, which also provides information management and system integration, among other services, will also send representatives to visit the 2008 Taiwan International RFID Application Show.

# RFID market expected to multiply in coming decade

According to a research by IC Insights at the end of last year, the global output value of the electronics industry reached US\$1.21 trillion for the year 2007. Among the rapidly growing electronic products, those directly or indirectly related to the RFID industry included RFID (35%), wireless communication equipments (26%), digital image surveillance systems (20%) and smart cards (11%). Apparently, the RFID market is quietly on the rise. The development trend can be observed from the output value of RFID ICs. It is expected that the average selling price of RFID ICs in the future will drop drastically from US\$0.24 in

2006, US\$0.22 in 2007, and US\$0.17 in 2008 to US\$0.09 in 2011. Accordingly, IC Insights predicts that the output quantity of ICs applicable to RFID products and equipments will show an average growth rate of 63% each year from 2006 to 2011. The average compound annual growth rate of smart card ICs during the same period will also exceed 21%. This explains the astonishing development of RFID related fields in the coming years.

During the five decades from 1955 to 2005, the total sales of radio tags were approximately 2.4 billion pieces. Just in 2007, 2.24 billion pieces were sold. This undoubtedly shows that basic equipment and

infrastructure like RFID sensing card, RFID tag and readers make up the bulk of the RFID market. Businesses in general agree that RFID is a cost-saving solution for enterprises, considering its effectiveness in reducing costs to be spent on retail management, warehouse replenishment, staff error remedies and security checks. Hence, there is a strong demand for RFID in the fields of finance, security, transportation and national logistics. The latest market forecast report by IDTechEx.com this year indicates that the global market scale related to RFID tags, readers and software might reach US\$5.29 billion in 2008, plus a five-fold increase for

the next 10 years. RFID tags presently capture a 62.4% share of the entire tag market. Stimulated by the overall price fall of RFID by the year 2018, RFID tags will become 300 times more popular than the present time, with a penetration reaching 99.1%.

## The structure of Taiwan's RFID industry

As RFID applications keep developing all over the world, Taiwan has also jumped on the bandwagon to strengthen its competence of this industry. The production value of Taiwan's RFID industry was NT\$2.045 billion in 2007, a 62.1% growth rate compared to that of 2006. And it is estimated that the value will surpass NT\$12 billion in 2010, with CAGR up to 776.3% from 2006 to 2010. Among all the RFID applications, supply chain management demonstrates the most promising outlooks.

Besides enriched exhibition content, the Taiwan International RFID Applications Conference that won great response last year will be back and held on an even greater scale this year. TAITRA has especially invited Ms. Zhang Qi, Chairperson of the China RFID Alliance and other PRC RFID heavyweights to discuss prospects for the RFID market in China and latest RFID technology trends in Asia. In last year's Taiwan International RFID Application Show, many international buyers expressed high confidence in the various kinds of RFID applications such as electronic tags, chips, antennas, readers, and chip tags, developed by Taiwanese manufacturers. This time TAITRA has successfully invited world famous RFID manufacturers to join the show in Taiwan to further underscore the growing importance of this event.

## Bulletin Board

### Show Dates & Hours

Oct. 7-10	10:00-18:00
Oct. 11	10:00-16:00

### Exhibition Extra

#### Organizers:

Taiwan External Trade Development Council (TAITRA)  
Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

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Tel: (02)2596-9971  
Fax: (02)2595-7962  
Website: [www.chinapost.com.tw](http://www.chinapost.com.tw)

# Highlight Tech Corp.

An advanced RFID packaging equipment supplier



A pioneer in the production of vacuum systems, Highlight Tech Corp. has in recent years actively invested efforts into the development of RFID packaging techniques

and CVD chemical evaporation and PVD physical evaporation high-priced coating equipment. The company has recently completed the development of In-Line and Mini-

Line RFID IC flip-chip packaging equipment. These devices have ACP/NCP dispensing, flip-chip pick and place, hot press, testing and labeling features, offering roll to roll, highly efficient production method. Due to its modules design, the Mini-Line device not only can handle the original roll shaped materials (PET, PI, paper etc.), but also different types of RFID antenna base boards or strap modules, such as bar shaped PCB boards, lead frames or single piece types, thus providing more flexible choices for customers.

Meanwhile on the RFID testing aspects, apart from the HF and UHF readability testing equipment, HTC has also produced testing devices especially designed for RFID tags. Its functions include TAG input by vibrator, UID code readability testing, product thickness testing, frequency testing, NG product disposal, UID code laser engraving, separate packaging and label printing. This device can be used in the final inspection and packaging process of RFID tags.

**Tel: 886-6-5116111#330**  
**Fax: 886-6-2564001**  
**E-Mail: jazz@high-light.com.tw**  
**Web site: www.high-light.com.tw**  
**Booth: N0325**

# Claridy Solutions Inc.

Established at the end of 2004, Claridy Solutions Inc. is a spin-off company of the Industrial Technology Research Institute. Utilizing the RFID technologies transferred from the ITRI, Claridy has devoted its efforts in the R&D and manufacture of RFID readers, tags and the development of total solutions for various RFID applications. Claridy is one of the few companies possessed of high frequency RFID technologies in Taiwan. This year,

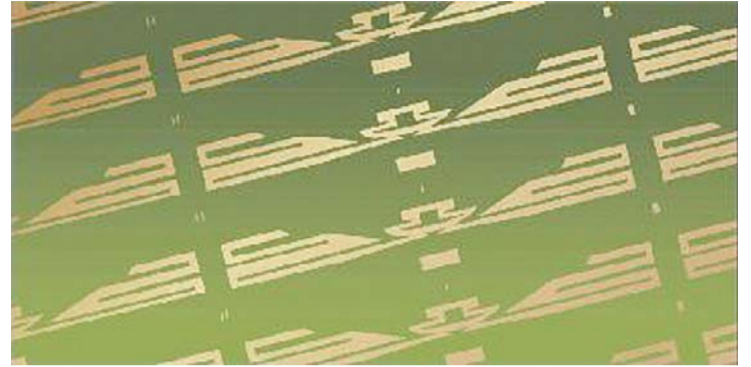
it has launched three RFID products with leading-edge technologies that satisfy market demand: UHF RFID Reader, HF/NFC Communication Reader and UHF EPC Miniature SIT Tag. The UHF EPC Miniature SIT Tag is designed for application on metallic or non-metallic surfaces. It offers long reading distances, and is suitable for a wide range of applications including parts/components, tools, shelves, automobile and container tracking.



**Tel: 886-6-5116111#330**  
**Fax: 886-6-2564001**  
**E-Mail: jazz@high-light.com.tw**  
**Web site: www.high-light.com.tw**  
**Booth: N0325**

# FAVITE Inc.

Meeting market demand for volume and price



Concentrated in the production of TFT-LCD inspection and measurement equipment, FAVITE Inc. has recently completed the establishment of its product line of RFID antenna/inlay/tag and is now officially devoted into the manufacturing of RFID tags. The company is going to provide OEM/ODM service that is capable of producing 600 million tags per year. On the aspect of RFID antenna production, the manufacturing process of electroplate copper antenna that FAVITE produces is almost the same as the conventional etching copper antenna, but the cost is less than 50% of the latter, which reduces the cost of RFID tags enormously, thus satisfying the market expectations.

On the RFID inlay aspect, it adopted the well-praised IC flip-chip packaging manufacturing process. The tag compressing equipment is applied with the high speed

Bielomatik device, with a tag production rate of up to 90m per minute, and is capable of producing various types of RFID tags including stickers, ticket cards or airline luggage strips. The NXP RFID chip UCODE is the primary choice of its RFID IC, and is provided with all sorts of antenna designed also with UCODE specifications. OEM services are also available to other RFID IC such as Impinj, TI, STMicroelectronics. Furthermore, FAVITE offers its customers antenna adjustment or redesigning services for specific application environments to improve signal's sensibility and readability of the tags.

**Tel: 886-3-5533880#5311**  
**Fax: 886-3-5545982**  
**E-Mail: rfid@favite.com**  
**Web site: rfid.favite.com**  
**Booth: N0220**

# Syris Technology Corp.

Established in 1990, Syris Technology Corp. is dedicated to the development and manufacture of high-tech security systems. It has successfully marketed itself worldwide with its own brand, SYRIS, which has become a famous brand in the security and access control system market. In view of the rise of RFID market, in 2005, Syris began to develop and manufacture RFID products, and actively restructured itself as an RFID total solution provider. At present, the company focuses on the development of active RFID readers and tags. The Active RFID Wristband Tag recently launched by Syris supports 2.45GHz read and write communication, with a maximum transmission range of 80 meters. It is equipped with an emergency reporting button for use in case of urgency. It is particularly suitable for medical care application as the



SY245-1

two-way communication feature can detect whether the wristband is securely attached or not.

**Tel: 886-4-22078888#151**  
**Fax: 886-4-22079999**  
**E-Mail: hector@syris.com**  
**Web site: www.syris.com**  
**Booth: N0425**

## Oct. 7 major events

**10:00 a.m.**  
**Taipei Int'l Electronics Show 2008, Taiwan Broadband Show 2008, Taiwan Int'l RFID Applications Show 2008, and Taipei Summit 2008**  
**Opening Ceremony**

■ TWTC Nangang Exhibition Hall 4F Conference Room #401

**6:30 p.m.**  
**Welcome Reception**

■ TWTC Nangang Exhibition Hall 3F Canton Restaurant

For more activities, please refer to the following site:  
<http://www.rfidtaiwan.com.tw>



# Taiwan RFID

Taiwan Int'l RFID Applications Show

## Taiwan International RFID Applications Conference Agenda

Time	Activity	Speaker
08:50 - 09:45	Registration	
09:45 - 10:00	Welcome and Opening Remarks	
10:00 - 10:50	Mobile RFID Applications Trend in Korea(U Korea)	Mr. Dong-Won Choi Deputy Director, Korea Broadcasting Commission
10:50 - 11:00	Coffee Break	
11:00 - 11:50	RFID's Trial Project for Trade Facilitation and Logistics Efficiency for ASEAN and Japan	Dr. Lim, Poh Soon Project Manager, Mitsubishi Research Institute, Inc.
11:50 - 13:10	Lunch	
13:10 - 14:00	NFC: Contactless applications beyond mobile handsets and payments	Mr. Trevor Pavey Manager, TI
14:00 - 14:50	Future Applications of RFID: Connecting	Mr. Douglas Bellin Industry Lead ,Cisco
14:50 - 15:10	Coffee Break	
15:10 - 16:00	RFID Solutions for Manufacturing & Maintenance Management	Mr. Jerry C. Garrett CEO, Chung Nam Electronics
16:00 - 16:50	Convergence of Mobility, RFID and Internet	Mr. Mohammad Soleimani CEO of SoleNet

[The organizers reserve the right to change events or speakers should unforeseen situations occur.]