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Taiwan RFID



Taiwan Int'l RFID Applications Show

Oct. 7-11, 2008

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Top international RFID professionals discuss trends, issues in industry

The RFID Applications Conference featured several distinguished RFID industry CEOs and professionals who spoke on related topics. Each speaker possessed broad expertise in business, research and development of RFID.

The lineup included Calvin Anderson, Vice Chairman of RFID Association of Australia, Dong-Won Choi, Deputy Director of Korea Broadcasting Commission, Dr. Poh Soon Lim, Project Manager of Mitsubishi Research Institute, Inc., Klemens Sattlegger, Product manager in Texas Instrument's RFID Systems, Jerry C. Garrett, the Managing Director of Convergence Systems Limited and CEO of Chung Nam Electronics, and Mohammad Soleimani, CEO of SoleNet.

During his opening address, Walter Yeh, Executive Vice President of TAITRA, stressed the importance of the seminar and expressed his hope this event will spur further cooperation between Taiwan and international firms in the RFID field.

Anderson spoke about the state of RFID in Australia especially on the processes, frameworks and obstacles. He also stated an intention to work with Taiwan's ITRI on further RFID research.

Choi presented an overview of RFID technology and its use in Korea. After giving an introduction on RFID technology, mobile RFID and services, he spoke on applications, examples and issues concerning RFID use. He explained the implementation of RFID technology in mobile devices like mobile phones and PDAs which would allow the public to utilize RFID to scan information from products in stores, order food and read data from taxis.

Lim's presentation: "RFID's Trial Project for Trade Facilitation and Logistics Efficiency for ASEAN and Japan," was about a trial project to demonstrate how to effectively utilize RFID technology in shipping goods inspection, logistics, distribution and marketing.

Undertaken by the Mitsubishi Research Institute, this trial con-



Speaking at yesterday's RFID Applications Conference are, clockwise from top left: Poh Soon Lim, Dong-Won Choi, Mohammad Soleimani, Calvin Anderson, Jerry C. Garrett, and Klemens Sattlegger.

sisted of 3 stages conducted in Japan, Malaysia, Thailand and Singapore.

Sattlegger talked about creating better RFID systems and new markets.

He started off with an overview of Texas Instrument's RFID products which are used in a wide range of applications including automobile

anti-theft, livestock tracking, smart cards and government ID and passport recognition.

He also introduced Texas Instrument's new RFID innovations including the RF360, the TRF79xx reader and multi-purpose contactless IC.

Garrett spoke on RFID Solutions for Manufacturing & Maintenance

Bulletin Board

Show Dates & Hours

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

Exhibition Extra

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Canadian buyer takes time out to visit Taiwan RFID

Kumar Bhatia, of Canada, is a frequent visitor of the Taipei International Electronics Show, more famous known as TAITRONICS. However this year, he found something different, observing that the show was more crowded and busier than before. This, as he found out, was because this year TAITRONICS was held along with the Taiwan International RFID Application Show (Taiwan RFID) and Broadband Taiwan. Realizing this, he took some time out to visit both trade events. Once he walked into Taiwan

RFID, he was immediately impressed, and, after speaking with various exhibitors, he expressed his belief Taiwan's RFID had lots of potential.

Bhatia had originally planned to visit TAITRONICS only and was to embark on a business trip to Hong Kong and Canton even before the show was over. He didn't have much time to be at the RFID show. Despite that, he still managed to scavenge pamphlets and brochures from the various exhibitors so that he could take them back to Canada for his



company's future reference. He expressed his belief this trip was just the beginning -- his company might eventually enter the RFID field.

Bhatia is the general manager of Canada-based Axxon Computer and has taken part in TAITRONICS for the past five years consecutively. His company buys from Taiwan electronic firms due to their high-quality and competitively priced products.

British buyer looking for RFID card readers

Fred van Eekeren is the general manager of U.K.-based Axxess Identification and is a buyer at this year's Taiwan International RFID Application Show. As his company makes identification products and devices, Eekeren is keenly aware of the development of the global RFID industry. He was surprised to find so many cutting-edge products and solutions at the show, despite its smaller scale. The products were so comprehensive -- covering nearly all segments of RFID -- Eekeren said the show was almost a "micro-cosm" of the industry.

Eekeren was looking mostly for

RFID card readers and related products. He stressed that Taiwan-made products boasted high performance and high efficiency yet were competitively priced. This, he said, would help Taiwan RFID makers expand further into the world.

"When a new technology comes to the market in the beginning, prices were set to be high as companies needed to cover all the expenses put into research and development," Eekeren said. "However once more manufacturers enter the market, they would help drive down prices."

Eekeren is highly knowledge-



able of RFID products and expressed deep interest in exhibits showcased by companies. He observed Taiwan RFID makers, though not pioneers of the technology, were serious about their business and were committed to making success. "This is their strong point," he said.

J-Link attends show again following last year's success

J-Link Technology Corp., a professional distribution company of spare parts for semiconductor equipments, is exhibiting at the Taiwan International RFID Applications Show for the second time. After last year's attendance resulted in many contacts with different businesses, project manager Kevin Chang is once again affirmed by the company's decision to showcase its services.

"Yesterday it was mostly foreigners who visited our booth. Today, we're attracting more local businesses," Chang said.

Being the agent of EM Microelectronics, an important and influential brand in the RFID industry, J-Link has accumulated remarkable experience and technological know-how in the industry. On top of offering their customers an array of RFID applications, such as the system integration of RFID tags, readers, antennas and software, J-Link also serves as a technological consulting firm of sorts.

"Our specialty is customization. Buyers will walk in and we might make for them one little product or an entire software."

J-Link is all about customer satisfaction. Their RFID System Development Division has invested enormous resources in

R&D so that they are able to provide the most professional advice and tailored services.

One of their recent projects was to implement the CyberLib™ RFID Library Management System in libraries. The system was designed to make library management efficient and convenient for both staff and patrons. It has helped modernize libraries worldwide, from the National Library Board of Singapore to the Twin Lakes Public Library of Georgia in the U.S. The system was also successful in increasing the utilization rate by patrons and enhancing anti-theft security.

What sets J-Link apart is the high quality of their systems in general and the personal customization in particular. The root of their accomplishments is evident in their slogan: "You and me, we make the wireless world smart!"

