



NEWS RELEASE

For Immediate Release

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European Centre of Excellence for AIDC and RFID Revolution Partner to Provide Interactive RFID Online Training

State-of-the-Art Web Tool To Be Featured at Centre's ID 09 Conference, March 9 to 11, in Leeds, U.K.

March 5, 2009, Silver Spring, Maryland, U.S.A., and Halifax, U.K. -- RFID Revolution and The European Centre of Excellence for Automatic Identification and Data Capture announced today a strategic partnership to provide radio frequency identification (RFID) education to the European marketplace. ***RFID Essentials*** is a state-of-the-art, Web-based training resource designed to meet the needs of end-user organizations in the exploration or early adoption phase.

RFID Revolution's ***RFID Essentials*** helps professionals not only learn about RFID technology, but also how to apply it in their enterprise, assess its financial contribution, and plan a pilot. The entire course takes about eight hours to complete, and includes an optional final exam. Passing the exam, which tests applied knowledge, validates an individual's preparedness to plan a pilot in his or her enterprise. Because it's available on the Internet, learners proceed at the own pace and schedule, from anywhere.

The AIDC Centre has been established to help businesses understand and explore AIDC technologies - such as Barcoding, Smartcards, Biometrics and in particular RFID - and, through industry connections, provide the support that is necessary in applying them effectively. It is heading up a number of European and worldwide RFID projects aimed at bringing together the global community of RFID suppliers and users.

"The European Centre of Excellence for AIDC is an ideal partner," says Leslie Downey, Principal of RFID Revolution. "It is not only helping familiarize companies with RFID, but is also actively promoting standards that are vital to the development of 'the Internet of Things.'"

Three distinguished industry experts collaborated to develop a resource aimed at providing professionals with RFID working knowledge quickly and cost effectively. "With the entire project

team up to speed early in the planning phase, an enterprise can shave weeks or months off a pilot or implementation,” said Downey.

"RFID Essentials is a perfect complement to our existing, instructor-led training programmes," said Ian Smith, CEO of the Centre. "We are convinced it is by far the most comprehensive, engaging, and cost-effective foundation training available. The course features superb animations illustrating how RFID works in a variety of applications, including supply chain tracking, automated automobile tolling, ePassports, and real-time location services (RTLS) for tracking cargo containers and expensive mobile assets in hospitals. What we liked most was the course's interactivity. Users have many opportunities to test their understanding in simulated environments. So, they really learn."

The Centre will be demonstrating **RFID Essentials** to attendees at the ID 09 Conference and Exhibition, from March 9 to 11, at the Royal Armouries in Leeds, U.K.

About RFID Revolution

Based in the Washington, D.C. area, RFID Revolution, LLC provides radio frequency identification (RFID) education and market strategy consulting services. Its interactive, Web-based learning tool, RFID Essentials, provides professionals in end-user companies with comprehensive RFID working knowledge quickly and economically, so they can advance their organization's RFID initiative and speed ROI. The firm's market strategy consultants help companies with emerging RFID solutions drive revenue growth by focusing on real needs in the marketplace.

RFID Revolution co-founded and administered the RFID Excellence in Business Awards at RFID World 2007, an industry first in North America. It also co-sponsored and administered this event at RFID World 2008.

To learn more, please visit www.rfidrevolution.com or call (+1) 301-589-9791.

About The Centre for Excellence in Automatic Identification and Data Capture (AIDC)

Based in Halifax, UK, with a satellite centre majoring on Smartcards in Sheffield, UK, the AIDC Centre is playing a major part in the development of identification technologies and their applications. Its close links with both users and suppliers places it perfectly in a position of Thought Leadership, for concept research and development, and to act as catalyst and facilitator for joint action with a range of partners.

To learn more and to subscribe to **RFID Essentials**, please visit www.aidc.org.

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