



RFID Essentials Web-Based Training

Learn how to put RFID to work. Cut waste. Boost quality.

Why risk thousands, or even millions, on an RFID deployment and not invest in getting project team members and other stakeholders up to speed on RFID basics?

***RFID Essentials* interactive, Web-based training is designed to help end-user organizations visualize how they can best use radio frequency identification technology to improve operating results—then plan a successful deployment.**

Radio frequency identification has the potential to drive huge efficiencies in industry, commerce, and government. However, few people understand the technology and how it can be used. So, many potential applications go unrecognized. Even if they are recognized, incomplete cost-benefit analyses or technology missteps sometimes hinder progress.

RFID Essentials provides professionals with RFID working knowledge during the critical planning phase of a project: the technology (active vs. passive, RTLS, middleware, and standards); how to apply it, how to estimate a project's financial contribution; and how systematically plan a pilot. It's ideal for information technology, operations, engineering, and finance professionals who want to quickly familiarize themselves with RFID technology without spending days sitting in a classroom.

Research demonstrates that people learn far more from experiences in which they *actively test their understanding* as they go along. Developed by RFID Revolution in collaboration with top industry experts, ***RFID Essentials*** is an interactive, rich-media experience in which learners exercise critical thinking in real-world scenarios. In about eight hours, they acquire the knowledge and skills to advance their organization's RFID initiatives. And they do it on their schedule, from the office or home.

RFID Essentials prepares learners to answer the following questions:

- Can our enterprise reduce cost or increase revenue using RFID? If so, by how much?
- Which are the highest-potential projects in our organization, and which ones should we start with?
- What is the appropriate RFID architecture for a given application?
- What kinds of pitfalls might we encounter?
- How are other organizations using RFID, and what kind of payback are they seeing?

RFID Essentials has been well received by diverse organizations, including **IBM, Michelin, Goodyear, the Henry Ford Health Care System, Lockheed Martin, U.S. Air Force, and U.S. Transportation Command**. RFID Revolution's channel partners include the ***RFID Journal***, the **Automotive Industry Action Group**, and the **Retail Development Academy**.

"RFID Essentials is an excellent learning tool for end-user companies piloting RFID applications. Because it's online and visual, it's well adapted to global companies. My team liked its imaginative, interactive exercises. The final exam is a good measure of one's readiness to plan a pilot." **Dr. Patrick King, Michelin**

Experience the difference:

- **Module 1, Introduction to RFID** (35 minutes) -- <http://www.rfidrevolution.com/RFID-Essentials/demo01/rfid01demo.htm>
- **Excerpt from Module 4: How antenna polarization affects RFID tag reads** (15 minutes) -- <http://www.rfidrevolution.com/RFID-Essentials/demonstration/>

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RFID Revolution developed **RFID Essentials** in collaboration with three of the industry's most distinguished experts:

Dr. Dan Dobkin, Enigmatics (center)
Craig K. Harmon, Q.E.D. Systems (right)
Louis Sirico, RFID Wizards (left)



Topics covered include:

- Overview of automatic identification technologies
- RFID technology and standards (active, passive, RTLS, and middleware)
- Marketplace and trends
- Applications, including more than 20 examples of applications delivering ROI
- Implementation in the enterprise
- Business value and how to measure it
- Data security techniques and privacy considerations

Certificates: **RFID Essentials** features a non-mandatory final exam lasting from 60 to 90 minutes that provides feedback on your answers and may be taken up to three times (slightly varied versions). Two types of course certificates are offered to learners passing the exam: a *Certificate of Completion of RFID Essentials*, for passing the “Basic” questions; and a *Certificate of Mastery of RFID Essentials*, for passing the optional, “Advanced” questions.

“This course opened up a world of enabling technologies that I never knew existed. It covers each type of RFID technology in some depth and suggests environments for implementation. It helped me put together the business justifications critical to implementing both RFID and LEAN. It’s stimulating and well organized.” **Joe Lucido, Henry Ford Health Care System**

Subscriptions:

- *Individuals:* \$199 for 60 days
- *Enterprises:* Licenses available to operate course on in-house learning management system, for unlimited term and users within enterprise.

PC configuration requirements (obtain details on how to make changes on course registration site):

- Browser: Microsoft Internet Explorer version 6 or higher; Firefox version 1.5 or higher
- Broadband connection
- Adobe Flash Player: Version 7.0 or higher (www.adobe.com)
- Pop-ups, cookies, and javascript must be *enabled*.
- Ear phones or ear buds advised for those taking course in close proximity with others
- Our course fully complies with SCORM e-learning standard.

**Questions? Call us at 301.589.9791,
or visit <http://www.rfidjournal.com/training/essentials/>**

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