



For Immediate Distribution

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Which Way Would **You Rather Learn?**

New, User-Directed E-learning Provides RFID Working Knowledge in Hours

Silver Spring, Maryland (March 3, 2008) -- RFID Revolution, a radio frequency identification (RFID) education and consulting firm in the Washington, D.C. area, announced the commercial release of Course 1 of ***RFID Essentials***, a Web-based learning suite. Based on the concept that people learn best by doing, "Introduction to RFID" is a hands-on virtual workshop, accessible anytime from anywhere. In a compact eight hours, users acquire the working knowledge they need to advance their organizations' RFID initiatives and accelerate return on investment (ROI).

"RFID Essentials is a new kind of e-learning providing a self-directed experience that keeps the learner fully engaged," said Leslie Downey, Principal at RFID Revolution. Visually rich, interactive exercises and lively animations in Course 1 speed the acquisition of working knowledge and practical skills. "We're confident this course offers a higher ROI than any other training in the marketplace. We care about customer satisfaction and offer a satisfaction or money back guarantee."

To take advantage of the transformative power of RFID, an enterprise must change core systems and processes. Mobilizing scores of people around this kind of change can best be achieved when they are effectively trained and energized in a timely manner.

On-the-job training takes place slowly and provides exposure only to the knowledge and processes inside the enterprise. Traditional, outsourced training -- either instructor led or online -- is often a passive, boring experience that does little to promote comprehension and retention. ***RFID Essentials*** provides an informative, motivational experience no other RFID training can match.

The innovative instruction in ***RFID Essentials*** Course 1 was developed by three of the industry's most distinguished RFID experts, with years of field implementation experience -- Dr. Dan

Dobkin, Enigmatics, Craig Harmon, Q.E.D. Systems, and Louis Sirico, RFID Wizards -- collaborating with RFID Revolution's e-learning experts. The course covers:

- RFID technology and standards
- Marketplace and trends
- Applications, including more than 20 examples delivering ROI
- Implementation in the enterprise
- Business value and ROI measurement
- Privacy considerations and security techniques.

The course is ideal for information technology, operations, finance, sales, and legal professionals, and managers, who want to familiarize themselves with RFID technology in hours — not days or weeks. It enabled Peter Khademi, President of Irvine, California-based RFID International, to jumpstart his new business:

“I took **RFID Essentials** Course 1 to get quickly up to speed on RFID when I changed my technology focus as part of starting a new business. I thought it was superb—unlike any technology training I'd ever had. It's chock full of great content, so I was able to go at my own pace, reviewing segments as needed. What I liked best was the virtual workshops and other application simulations that gave me an opportunity to test my understanding. I am recommending this course to my international associates.”

RFID Essentials Course 1 is available to individual subscribers and organizations with multiple users. For more information or to experience Course 1, go to www.rfidrevolution.com.

About RFID Revolution

Based in the Washington, D.C. area, RFID Revolution, LLC provides RFID education and market strategy consulting services. Its new **RFID Essentials** e-learning courseware offers a compelling, yet affordable, learning experience to thousands of professionals worldwide from a range of disciplines.

The firm's market strategy consultants help companies with emerging RFID solutions drive revenue growth by focusing on real needs in the marketplace with real money behind them. They also provide market research and briefing services to associations, government agencies, and other organizations seeking to better understand the radio frequency identification marketplace.

RFID Revolution is proud Co-Founder and Administrator of the RFID Excellence in Business Awards at RFID World 2007, an industry first in North America. It will again co-sponsor and administer this event at RFID World 2008.

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