



The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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Special SCAN: The DATA CAPTURE Report Reprint

Educational Tool Helps Users And Resellers Understand RFID

Over the years, there's one thing the entire industry has always agreed on...we need to educate VARs, integrators, and users about our technologies. We recently had a chance to test drive an interactive, online, educational offering that we believe is one of the finest courses we've seen to date. Created by **RFID Revolution** and a team of industry gurus, *RFID Essentials* uses a combination of voice and animation to explain RFID and its technical abilities, present theoretical problems, and help students solve problems and learn by discovery.

According to Leslie Downey, a principal at RFID Revolution, she received a lot of help from notables such as Craig Harmon (**Q.E.D. Systems**), Dr. Dan Dobkin (**Enigmatics**), and Louis Sirico (**RFID Wizards**). Downey told *SCAN/DCR*, "Some industry analysts say that lack of familiarity with RFID on the part of end-users



Leslie Downey,
principal, RFID
Revolution.

and even many potential solution providers is the biggest impediment to growth. It took our extended development team two years to create *RFID Essentials*. We hope our practical course will help both groups get up to speed quickly."

According to Downey, the course is designed to help an end-user organization's project team:

- Identify the most promising RFID applications
- Choose the RFID architecture best suited to an application
- Address implementation challenges
- Speed implementation and return on investment

RFID Essentials Course 1 is designed to quickly familiarize IT, operations, engineering, and other professionals in end user companies undertaking RFID pilots or implementations with RFID. In about eight hours, it provides comprehensive RFID working knowledge on technology, standards, real applications, business value, data security techniques, and privacy considerations. It consists of nine modules and a final exam. "Within the next two weeks, we will be able to offer the modules 'a la carte,'" said Downey. "Some people have told us they've gotten more from our eight-hour course than from three-day classes."

Q.E.D.'s Harmon told *SCAN/DCR*, "RFID Revolution

has come up with a way to rid the industry of some of the bad information out there. I think it is very educational and worthy of being noted. It is not sponsored by **AIM**, but AIM likes it. RFID Essentials would be a great program for new hires in this sector and grad students hoping to enter our industry. The course is a very innovative approach to education."

The staff at *SCAN/DCR* was issued a complementary user name and password so we could review the course. It proved to be even better than we expected. The information was easy to understand yet challenging. First, it explained a certain aspect of RFID such as putting together a hardware system. Then, it went back and had us do it ourselves to see if we had retained what we had learned. The combination of voice and animation worked well as a vehicle for disseminating information about RFID."

With regard to retention, Downey said the RFID Essentials interactive learning process has been proven to succeed. "A study was done to compare standard courses to interactive courses," she stated. "Three weeks after a standard in-class course, students only retained 5% of what they had learned. Using our type of program, students retained nearly 75% of the information they were exposed to."

In addition to the training lessons, the course includes a list of vendors for tags, readers, and middleware. And, it is not designed solely for the retail sector. Downey listed pharmaceutical, healthcare, and asset tracking as likely markets that could benefit from the course.

When asked how the program is being marketed, Downey told us she is targeting users with direct sales. But, she added that the company is working with trade associations, distributors, and integrators to spread the word, as well. "We just started the product commercialization in February," she stated. "The introductory price is \$595 per user, and we will offer discounted site licenses. Individual users will be able to access the online course for 60 days. Enterprise orders will have the option of purchasing extended use time up to a year."

A complete syllabus and sample lesson are available on the RFID Revolutions Web site: www.rfidrevolution.com. To do your own test drive, go to the home page and click on the red car. We highly recommend this program to our readers.

For more information: **RFID Revolution**, Silver Spring, MD, PH (301) 589-9791,
Email: Info@RFIDRevolution.com. **SCAN**



Craig Harmon,
president, **Q.E.D.**
Systems.

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Since 1977, the premier management & marketing newsletter of automatic data capture, including:

- Bar coding, 1-D & 2-D symbologies
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- Wireless (RFDC & RFID)
- Magnetic stripe
- OCR products
- Voice recognition systems
- Vision systems, video scanners
- EDI
- Smart cards
- Biometrics
- Application software
- Peripherals or supplies for the above

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