

RFID ASSOCIATION of AUSTRALIA (RFIDAA) expands international network with RFID ASSOCIATION of INDIA (RFIDAI)

Melbourne, Australia; 12th July, 2005, -- The RFID ASSOCIATION of AUSTRALIA (RFIDAA) today announced that it has entered into a Memorandum of Understanding with the RFID ASSOCIATION OF INDIA (RFIDAI). This expands the RFID network of both associations based in both countries to collaborate in promotion and adoption of RFID.

The RFIDAA has emerged from a cluster of Victorian businesses with the support of the Victorian Government. RFIDAA also received administrative and secretariat support from GS1 Australia.

With the growing interest in RFID in both countries, this brings increased value to participants of both the associations by increasing opportunities of networking for both users and technology providers, and to increase the identification and collaboration and pursuit of shared opportunities.

As industry associations, both organizations intend to work with their respective governments to encourage the government to become a leading customer. The associations also intend to collaborate in the pursuit of international standards, and to support and participate in each other's technical programs while driving further the responsible adoption of the technology.

Ian Watt, Chairman of RFIDAA, and Managing Director for Applied Electronic Commerce commented, "This is an important step for RFIDAA as it establishes itself as a national body to act as the focal point for RFID in Australia."

Mr. Watt added, "This relationship with the RFIDAI is a pioneering collaboration for us to provide a channel for the growing RFID cooperation between companies of both countries'."

"We are pleased with government support for an industry association, and our collaboration with RFIDAI. This augers well for the industry-government partnership model that is necessary for success across multiple industries", observed Mr. Watt.

Bimal Sareen, President of RFIDAI, and Founder & CEO of AVAANA™ said, "We are pleased to expand the international network of the RFID Association of India. This will help promote the adoption of RFID, and increase collaboration on RFID opportunities between businesses of both countries."

Mr. Sareen added, "With the growing interest by both users and providers of RFID, this expanding international network of RFIDAI further enables users and providers of this technology in India and elsewhere to collaborate internationally with its many perspectives, including experiences and opportunities in RFID."

“RFIDAI’s goals include positioning India as a country of pre-eminence in RFID Technology applications, and use across industry, government and society. It will encourage Indian industry to advance establish a leadership position in the emerging global RFID market, and will collaborate with like-minded international associations”, added Mr. Sareen.

The MOU was signed and announced at the Impetus 2005 RFID Conference in Melbourne, Australia in the presence of the Honorable Marsha Thomson, Minister for Information & Communication Technology, Victorian Government of Australia, and EAN Australia (now GS1 Australia).

Minister Thomson said the MOU will promote RFID adoption in both countries and is further evidence of the strong relationship that has developed between Australia and India. She added that the agreement will enable mutual cooperation and information exchange and is intended to optimize the development and deployment of RFID in these two countries and elsewhere in the Asian region.

Background

The worldwide RFID industry is passing through its early adopter stage with pilot deployments that are either underway, or being planned. This industry is poised to grow by leaps and bounds with mandates being issued by the likes of Wal*Mart, and other leading international retailers.

These associations also provide a key focus for RFID applications that enable business benefit including those that are not necessarily linked to current international retail mandates. Leading companies all over the world are developing plans to leverage RFID, and pursuing pilots to understand and implement this technology, and to realize its widespread benefits. The global supply chain is a key beneficiary of this technology across its various modes of transportation. Applications in the Pharmaceutical, Manufacturing and Logistics industries are being highlighted.

About the RFID ASSOCIATION of AUSTRALIA (RFIDAA)

The RFID ASSOCIATION of AUSTRALIA is an Industry Association founded by a few business leaders and professionals to educate, and help promote the responsible adoption of RFID technology, standards and applications across industry, government and academia in Australia. It supports the evolving EPC standard, and other RFID related ISO standards. It has been formed as a not-for-profit corporation under the Companies Act of Australia. Membership is open to industry, government and academia.

Additional information about RFIDAA is available at <http://www.rfidaa.org>.

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About the RFID ASSOCIATION of INDIA (RFIDAI)

The RFID ASSOCIATION of INDIA is an Industry Association founded by a few business leaders and professionals to educate, and help promote the responsible adoption of RFID technology, standards and applications across industry, government and academia in India. It supports the evolving EPC standard, and other RFID related ISO standards. It has been formed as a not-for-profit Society under the Companies Act of India. Membership is open to industry, government and academia.

Additional information about RFIDAI will be available in the near future at <http://www.rfidai.org>.

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