EPCglobal Update

Academic Alliance, MIT, Boston
Bernie Hogan
23 January 2006

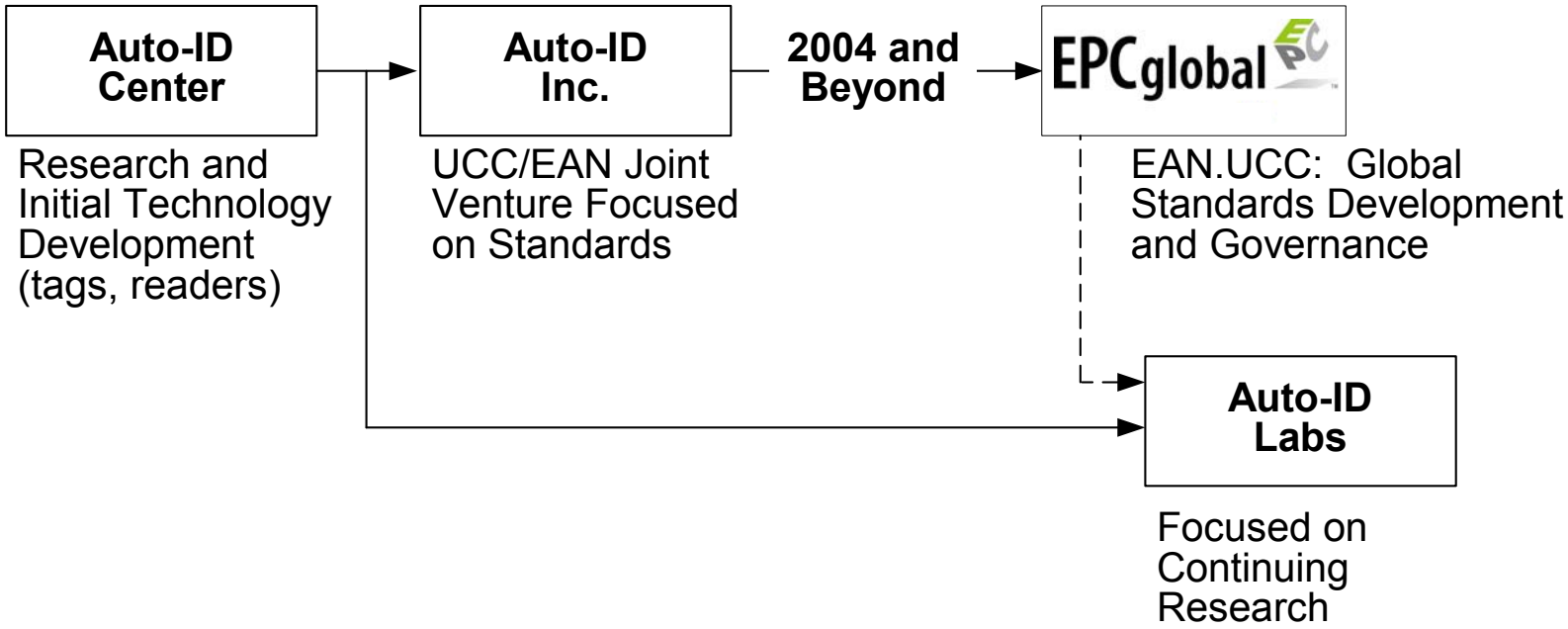
EPCglobal
Powered by GS1

A look into the past….

EPCglobal
Powered by GS1

Evolution to EPCglobal

From New Technology to Business Standards



Research ***Commercialization***

© 2006 EPCGlobal

Future of Auto ID Center

- Phase I research reaching conclusion
- Time to hand off Version 1.0 to the commercial arm
- Only through real implementation will we be able to identify and correct systems issues
- Only through mass adoption will we gain the benefits the system offers
- Only through implementation we will define the needs for new research
- UCC and EAN are our selected commercialization partners

© 2006 EPCGlobal

EPCglobal
Powered by GS1

UCC and EAN

- Uniform Code Council (UCC) was among the founding sponsors of the Auto ID Center
- The EAN.UCC System provides a global language of business for over one million companies in over 140 countries around the world
- UCC and EAN have an unmatched track record in the development and implementation of open, global standards
- UCC and EAN are uniquely positioned to move EPC research into real world implementation on a global basis

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Roles and Responsibility

MIT

- Research, grad and undergraduate education
- Development of new technology
- Publish to maintain awareness
- Outreach to other universities and research institutions
- Government / other funding

UCC and EAN

- Administration of the system
- Commercialization and implementation of EPC
- Manage IP
- Marketing and communication
- Standards development
- Training and education

© 2006 EPCGlobal

EPCglobal
Powered by GS1

2003 Projections

- Auto ID Inc. must have the following cumulative number of users:
  - 2004 20
  - 2005 40
  - 2006 80
  - 2007 160
  - 2008 320
  - 400 each year thereafter

© 2006 EPCGlobal

EPCglobal Powered by GS1

Where we are today…..

EPCglobal
Powered by GS1

EAN is now GS1

Single global organization

A product portfolio for today's business needs and for the future

© 2006 EPCGlobal

GS1: a diversified portfolio

- GS1 has a full portfolio of products and solutions

GS1 BarCodes

Global standards for automatic identification
Rapid and accurate item, asset or location identification

GS1 eCom

Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange

GS1 GDSN

The environment for global data synchronisation
Standardised, reliable data for effective business transactions

EPCglobal Powered by GS1

Global standards for RFID-based identification
More accurate, immediate and cost effective visibility of information

© 2006 EPCGlobal

EPCglobal Powered by GS1

EPCglobal Purpose

- Take a global leadership role in developing and promoting multi-industry, user driven standards for collaborative commerce utilising the EPC
- To deliver added value to our customers and stakeholders through our activities
- Drive the global, multi-industry adoption of EPC via the GS1 Member Organizations

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Expanded statement of purpose

- To act as the trusted authority on technical standards relating to the use of the EPC
- To effectively manage public policy issues that are relevant to use of EPC

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Membership across the world

	Total # Members	% Total
Asia	148	20%
North America	451	62%
Europe	110	15%
ME & Africa	8	1%
Latin America	16	2%
Total	733	100%

- Each organization joins once in the location of the head office

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Significant growth in all regions

- EPC global is only two years old!

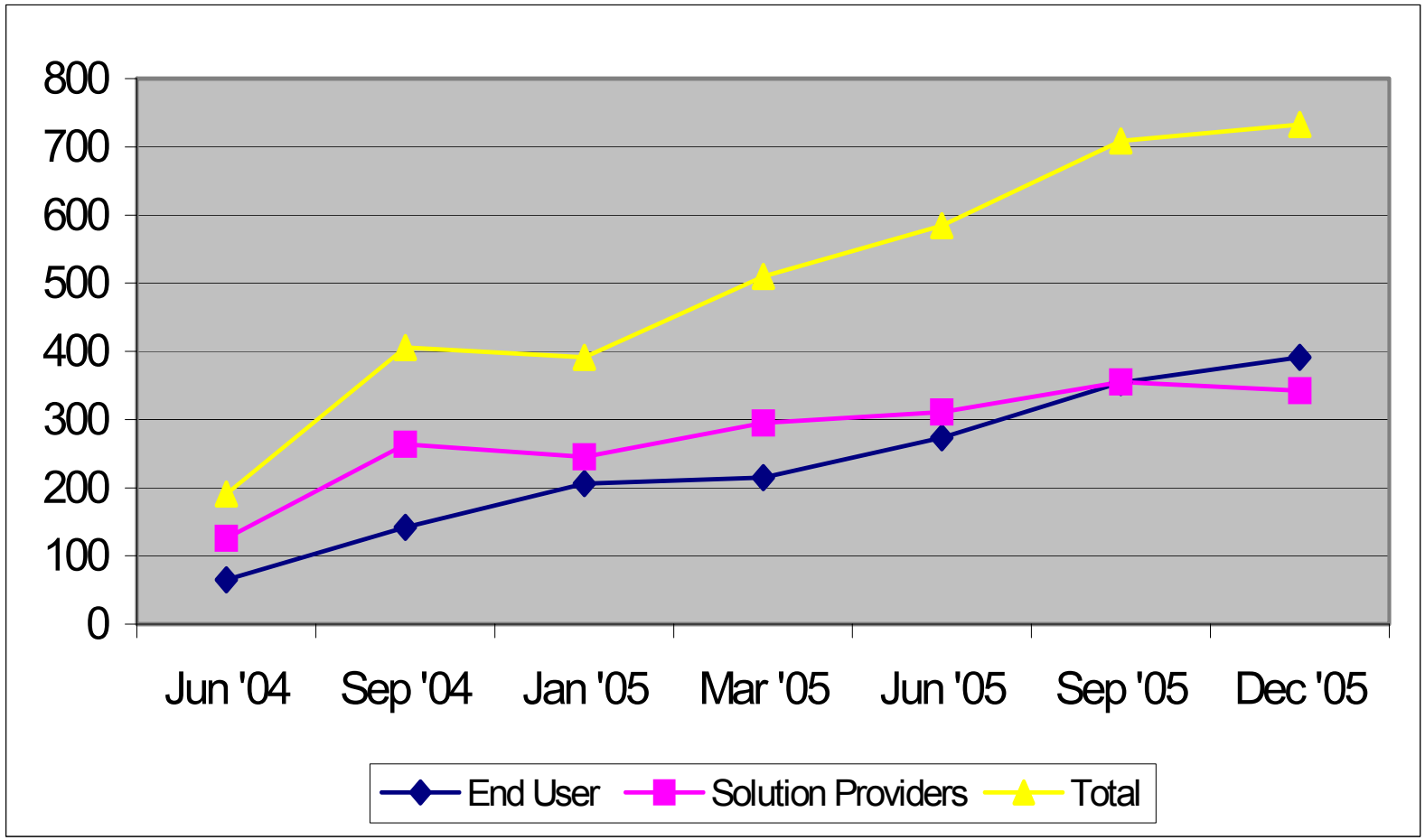
	Jun 2004	Dec 2005	% Increase
Asia	**21**	**148**	705%
North America	**132**	**451**	342%
Europe	**36**	**110**	306%
ME & Africa	**2**	**8**	400%
Latin America	**0**	**16**	-
Total	**191**	**733**	384%

- Note: End 2004 = 391

© 2006 EPCGlobal

EPCglobal
Powered by GS1

End users now 53% of total membership



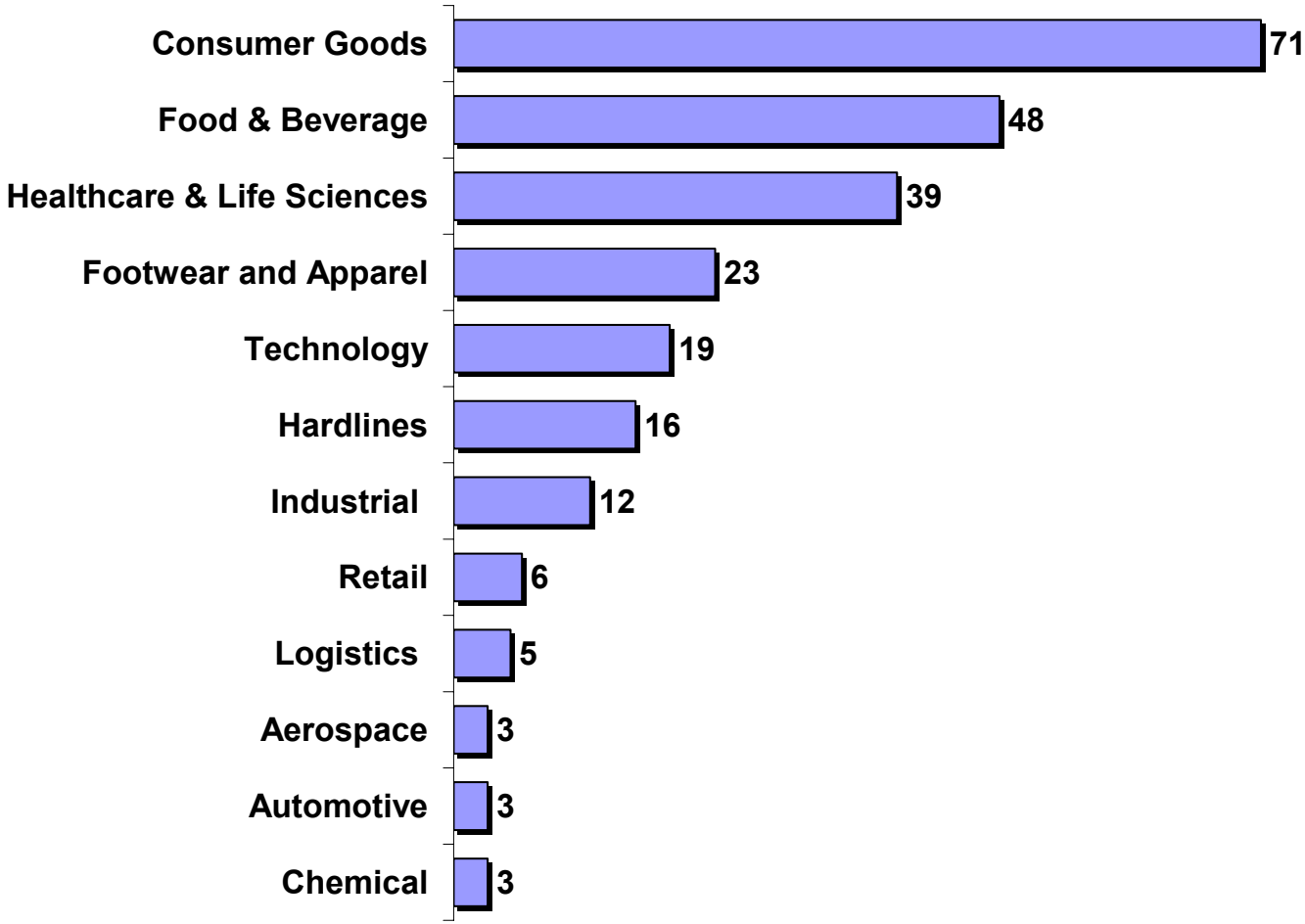
© 2006 EPCGlobal

EPCglobal
Powered by GS1

Membership growth in all sectors

US example

- Momentum is developing rapidly in new sectors

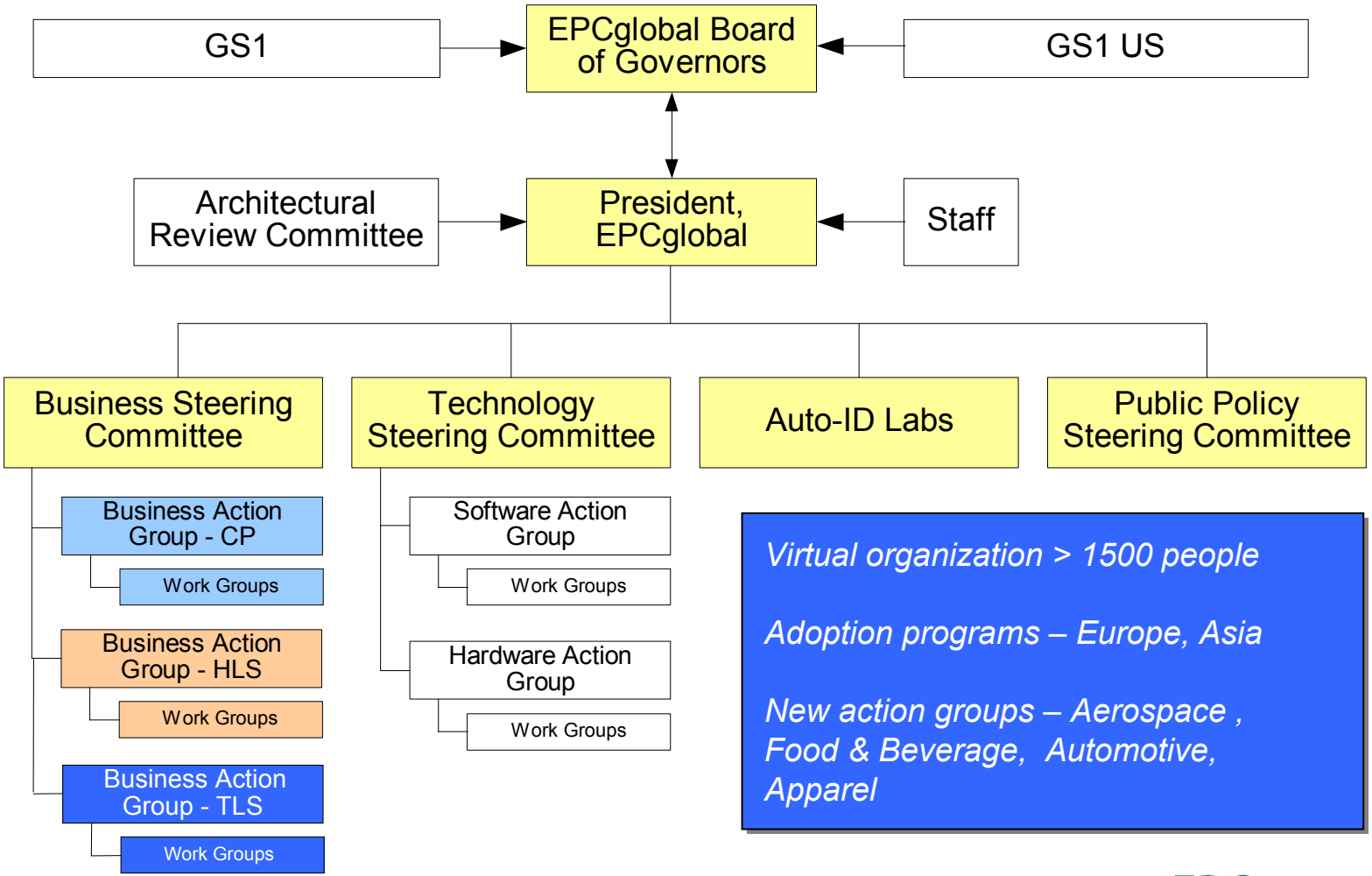


Example shows split of EPCglobal US end user membership

© 2006 EPCGlobal

EPCglobal
Powered by GS1

EPCglobal Organization



Virtual organization > 1500 people

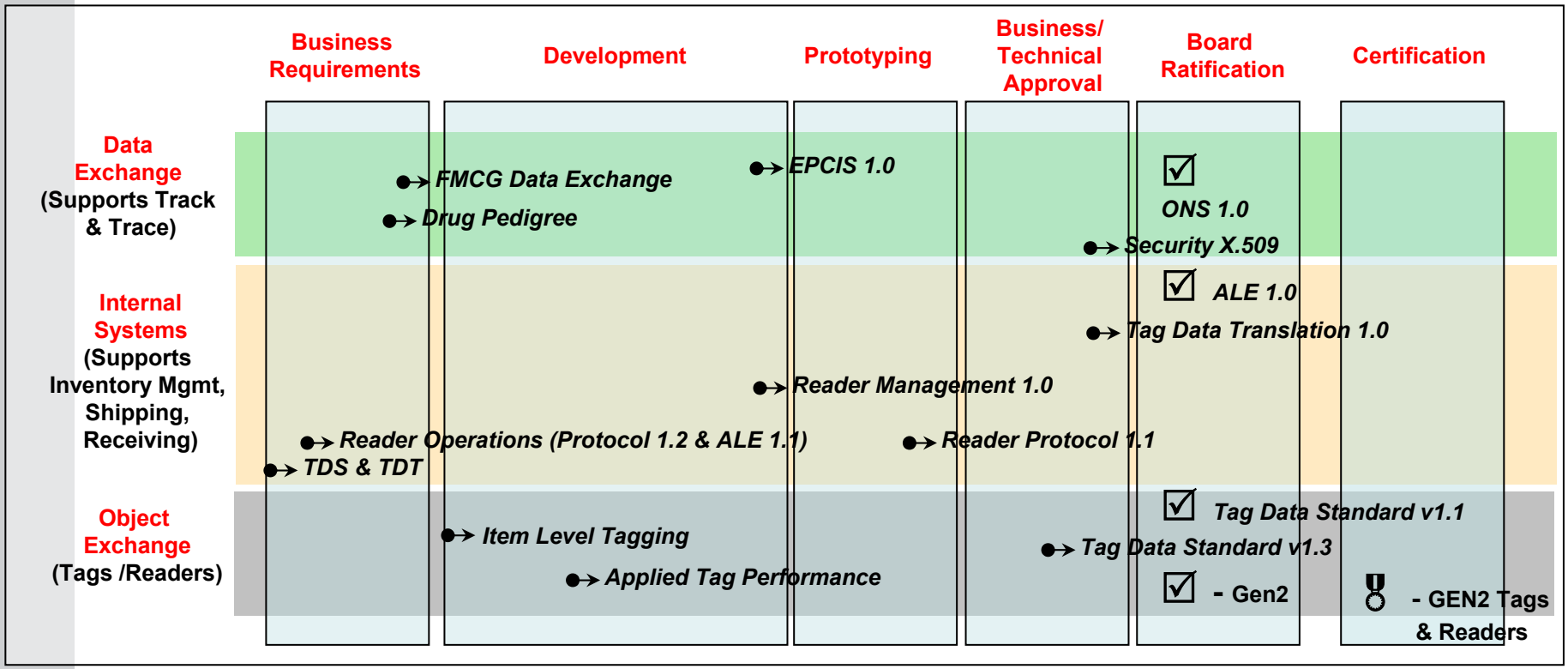
Adoption programs – Europe, Asia

New action groups – Aerospace , Food & Beverage, Automotive, Apparel

© 2006 EPCGlobal

EPCglobal Powered by GS1

Overview of Standards in Progress, January 2006



Industry Alignment

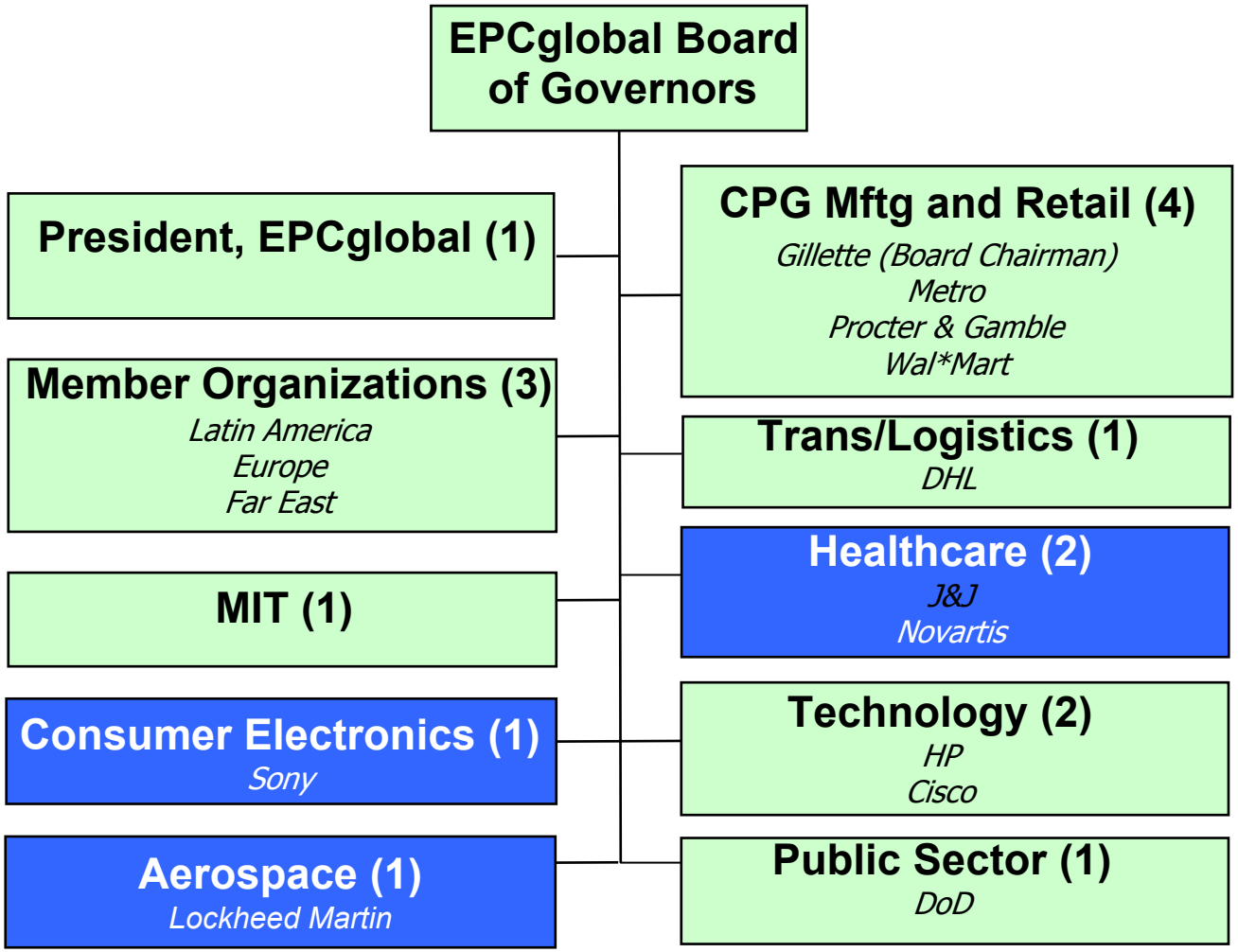
Reduced Complexity

Lower Cost

EPCglobal Powered by GS1

© 2006 EPCGlobal

EPCglobal Board of Governors



© 2006 EPCGlobal

EPCglobal
Powered by GS1

EPCglobal research partners – Auto ID Labs

- Cambridge - UK
- MIT – USA
- Adelaide - Australia
- St. Gallen – Switzerland
- Fudan – China
- Keio – Japan
- ICU – South Korea

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Auto ID Labs Relationship

- New organizational structure and leadership for Auto ID Labs
- Stronger linkage to Auto ID labs and research planning through:
  - Sanjay Sarma (MIT) member of Architectural Review Committee (ARC), member of EPCglobal Board of Governors
  - John Williams (MIT) member of ARC
  - Elgar Fleisch (St. Gallen) member of BSC (Business Steering Committee)

© 2006 EPCGlobal

EPCglobal
Powered by GS1

Looking into the future…..

EPCglobal
Powered by GS1

Challenges and Opportunities going forward…

- Business Justification
  - ROI
  - Use cases
- Information Sharing
  - Proprietary solutions
  - Legacy constraints
  - Lack of trust
  - Existing revenue models for information
- Alternative Technologies
- Security
- Sensors
- Active Tags
- Intellectual Property
- Public Policy

© 2006 EPCGlobal

EPCglobal
Powered by GS1

In summary…

- *EPCglobal community…..from hope to hype to implementation.*
  - The EPCglobal community grows stronger every day
  - Life is becoming more complex…. but this is a good sign!
  - Physics and standards challenges are being overcome
  - Prices are going down
  - The benefits of “visibility” are starting to be realised
  - The community has moved decisively from preparation to implementation

The race for business benefits and competitive advantage is on!!

© 2006 EPCGlobal

EPCglobal
Powered by GS1