



Building Radio frequency IDentification solutions for the Global Environment

BRIDGE



European passive RFID market sizing 2007-2022

	2007	2012	2017	2022
Total number of tags purchased annually (in Millions)	144	3.220	22.400	86.700
Total number of locations with RFID readers	2.750	30.710	144.000	453.000
Total number of RFID readers deployed	7.630	176.280	1.161.800	6.268.500



Obstacles to deployment

- Technology maturity
- Awareness / Education
- Impact on processes
- Cost
- Standards
- Regulations



Bridge General Objective

- To facilitate the deployment of RFID and EPCglobal network applications in Europe



Bridge Objectives (1/3)

- To Develop a **set of technologies**
 - “Universal” tags
 - Low-cost readers
 - Network access software
 - Application data integration software
 - Security components



Bridge Objectives (2/3)

- To perform trials and pilots leading to **best practice guidelines** in seven areas:
 - Anti-counterfeiting
 - Pharma traceability
 - Textile supply chain
 - Manufacturing
 - Reusable assets
 - Products in service
 - Retail item-level tagging

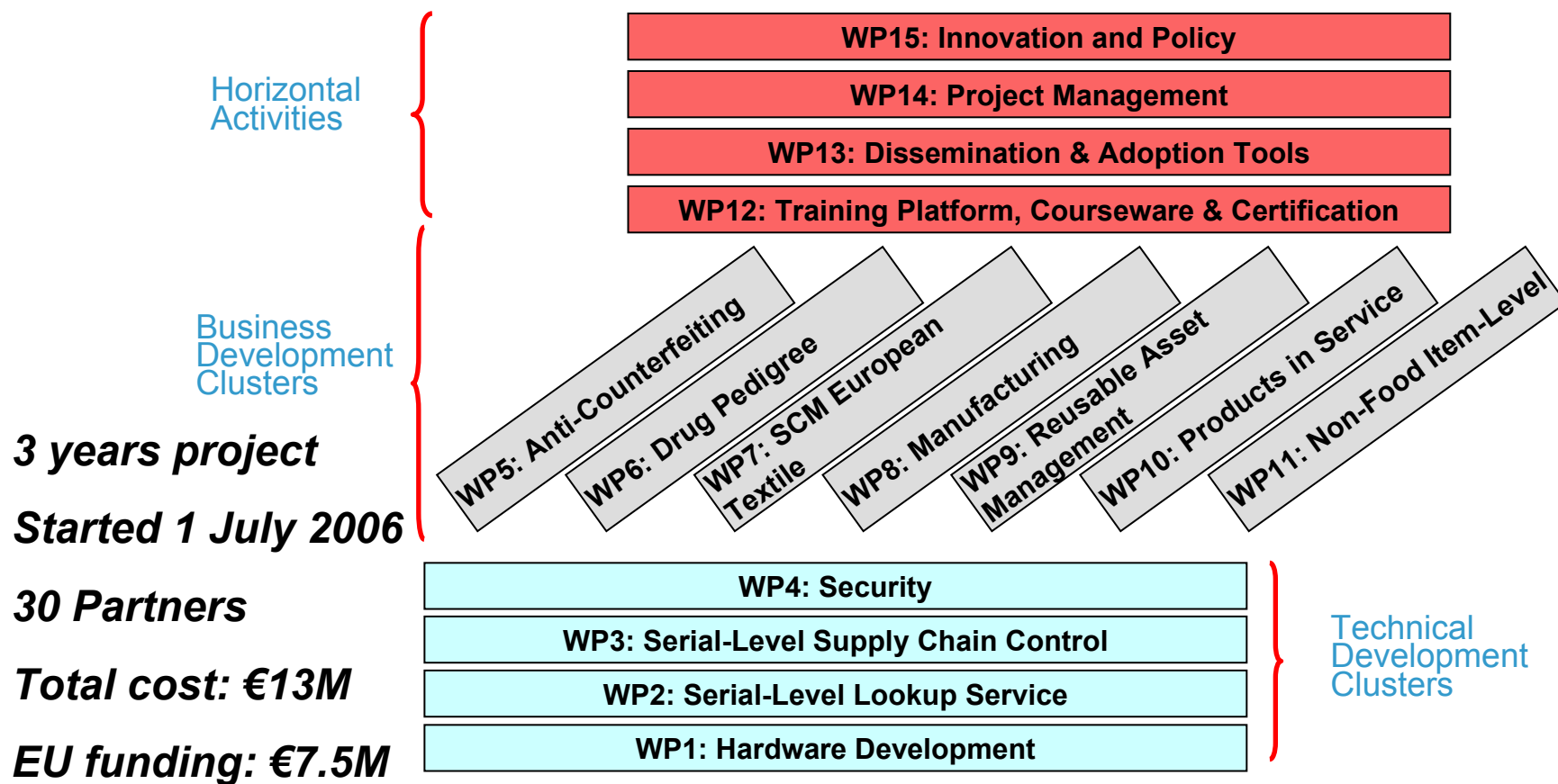


Bridge Objectives (3/3)

- To deliver **demonstration** tools, a comprehensive **education** package as well as economic and policy **studies** on the technology and its applications



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BRIDGE Partners

GS1	Labs/ Universities	End users	Solution Providers
Global Office (Coordinator) France UK Germany Spain Poland China	Cambridge Fudan ETH Zürich TUG Graz UPC Barcelona	Bénédicte Carrefour El Corte Inglés gardeur Kaufhof Nestlé UK Sony	AIDA Centre BT CAEN AT4Wireless Domino JJ Associates Melior UPM Raflatac SAP Verisign UK Confidex
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Information

- Bridge project web site:
<http://www.bridge-project.eu>
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