

Conference during German Presidency
of the Council of the EU

RFID: Towards the Internet of Things

organiser: **VDI|VDE|IT**

on behalf of

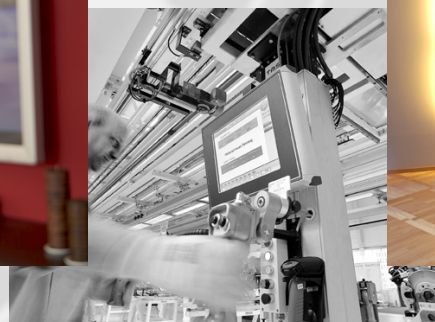
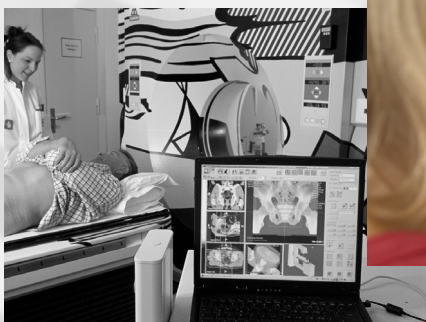


Federal Ministry
of Economics
and Technology



Federal Ministry
of Education
and Research

25th / 26th June 2007
Berlin



General Outline

Objectives of the conference:

- To draft an European perspective from member states point of view for the broad roll-out of RFID.
- Identification of innovation barriers.
- Verbalisation of options for overcoming the identified problems and barriers.
- Nomination of the active players and responsibilities in this process.

Topics

Focus on action – what can and has to be done in the areas of

- Market-driven innovations
- Technology-driven innovations (Advanced applications / Mid- and long-term research roadmaps)
- Social issues and concerns

A structured process

From paper to action

- Drafting of the **European Policy Outlook RFID** with active involvement of the community.
- Discussion of the outlined content in parallel sessions during the conference.
- Finishing of the Outlook paper verbalising a European perspective and next steps to be done.
- Handing over the process to Portugal.

Structure of the Policy Outlook

1. Preface of the Minister (1 page)
2. Welcome address of the EC represented by Commissioner V. Reding (1 page)
3. Introduction/thematic overview (3 pages)
- 4. Challenges for market-driven innovations (8 pages)**
aspects of RFID apps relevant for trade and industry, which are already available or close to market. The focus on application of these approaches and the resulting questions are of central concern.
- 5. Technology and application roadmaps (8 pages)**
compilation of the present state of the art in RFID (plus the technological fulfilment of additional requirements) and its representation within the European Research Area, future technologies and applications of the 2nd generation and the possibilities of their development.
- 6. Social Issues (8 pages)**
a differentiated overview on societal needs, new options, requirements, impacts and challenges. Several issues concerning the personal benefit for citizens and consumers resulting from RFID, trust and mistrust of the public and the process for a fruitful transparent dialogue with the public.

Structure of the Policy Outlook (cont.)

7. Intersection analysis (3 pages)

The main strands represented in the three previous chapters will be analysed and put in a common context. Due to the *per se* fuzzy focus und the resulting overlap of the three chapters, the main aspects, which will promote or hinder the development of a common European Position, have to be identified.

8. Political options and recommendations (3 pages)

In this chapter, the essential hallmarks and approaches for a common European policy will be postulated. It will be described, which options are seen for a broad European roll-out of RFID, how such a model fits in global structures and which players are of central importance.

9. Outlook verbalised in cooperation with representative of Portugal, next presidency of the EU-council

Roadmap for the ongoing process.

- **Date: 25th / 26th of June 2007**
(final phase of German presidency of the Council of the European Union)
- **Venue: Berlin; Hotel MARITIM**
- **Scope: The conference is scheduled to last 2 days and addresses relevant stakeholders at European level** (expected: ~500 participants max.)
- **Web-Page: www.rfid-outlook.de or www.rfid-outlook.eu**