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FOR IMMEDIATE RELEASE

RFID and Sensors Education Alliance Established Announcement Coincides with First Meeting of US Senate RFID Caucus

Washington, D.C. – July 13, 2006 – The International RFID Business Association (RFIDba) and the National Association of Sensor Science and Technology (NASST) announced today the formation of the RFID and Sensors Education Alliance (RSEA). RFIDba and NASST each represent the interests of end users from industry and government on the implementation and management of Radio Frequency Identification Systems (RFID) and sensor technologies.

RSEA has been established as a global, collaborative body of technology end users, including the academic community, industry and government. Its mission centers on the development of education guidelines, training standards and accredited instructional programs which foster the successful adoption of RFID and related sensor technologies. Sensors are used to detect environmental factors such as temperature, humidity, vibration and the presence of chemical and biological agents.

"We're seeing tremendous interest in RFID and sensors to track and control contamination in the food supply chain, to authenticate pharmaceuticals and to enhance our maritime and port security", stated Harry P. Pappas, CEO of the RFIDba. He added: "This alliance with NASST has been driven by the interest our global membership has expressed in a holistic approach to RFID education, training and certification. As our dual accreditation programs and educational guidelines are released, both industry and government will have valuable tools at their disposal to ensure the preparedness of their workforce to successfully implement and manage RFID and sensors."

Rick Lally, President of NASST and Industry Director of the newly established National Center for Sensor Science and Technology (NCS2T) at Norfolk State University, remarked: "We are quite pleased to have partnered with the International RFID Business Association on this important educational endeavor. To our membership, RSEA represents the next step in the evolution of standards for education and training on sensor science and technology." He further stated: "This alliance gives end-users a vendor-neutral, integrated approach to

understanding the business and technology issues that must be addressed to effectively deploy these technologies within the enterprise and across supply chains.”

The importance and relevance of this holistic approach to education, training and certification on RFID and sensors was underscored by Dr. Daniel W. Engels, Professor and director of the RFID Research Lab at the University of Texas at Austin. Dr. Engels, who previously served as Director of the MIT Healthcare Research Initiative and is former Director of the MIT Auto-ID Center, stated: “Solutions which integrate RFID and sensor technologies can enable new levels of business process improvement. For end users faced with issues such as product life cycle management, counterfeit products and product contamination, having a source like RSEA to provide unbiased guidance on the technologies is extremely valuable and much needed. I applaud this alliance effort by the RFIDba and NASST.”

About the International RFID Business Association (RFIDba)

The International RFID Business Association (RFIDba) is a not-for profit trade association serving end-users with guidelines, programs and standards for RFID education, training and certification. Through its International Council on RFID Education (ICORE™), the Association is defining workplace requirements for RFID job skills and knowledge, and developing standards for RFID education, training and certification of end users as well as systems integrators.

Headquartered in McLean, Virginia, USA, the Association has affiliate operations in Europe, India, Australia and Asia-Pacific. It has end-user representation in 28 countries and a global membership base drawn from industry, government and academia. Membership is open to end-user organizations and individuals from all industries and government sectors, including systems integrators, educators and technology vendors. Information on RFIDba mission and membership is available at www.rfidbusiness.org.

About the National Association of Sensor and Science technology (NASST)

NASST is a not-for-profit trade association whose mission is to build a better environment for the sensor technology sector and to help individual sensing technology organizations grow and prosper. Through a wide range of member services including research, training, vertical industry conferences and communities of interest, NASST brings together all those who focus on sensor-centric technologies whether through manufacture, research or use. Headquartered in Williamsburg, VA, the association has an active regional chapter in Hampton, VA and is currently building several other regional chapters throughout North America. The Education Committee of NASST is evidence of its mission to make technology transfer a high priority.

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