

October 16, 2008
United Arab Emirates

First Arab RFID Conference successfully held in Dubai, presenting the revolutionary technology.



Over 125 delegates from leading organizations in the Middle East, Europe and USA has attended the 2-day Conference titled as "Arab RFID 2008" held from October 13-14, 2008, at the Moevenpick Hotel Dubai.

A new technology, called RFID (Radio Frequency Identification), promises to change the way we do business, and how we shop and live. An automatic identification technology, RFID has come a long way from the World War II days when it was used by the Allied forces to detect aircraft as friends or foes. Today, it is used in sectors as diverse as Logistics, Supply Chain, Retail, Manufacturing, Transport, Petrochemicals, Pharmaceuticals, Oil & Gas and Healthcare.

Like elsewhere in the world, RFID technology's popularity in the Middle East is growing and has already witnessed a number of RFID implementations in various industrial sectors such as Retail, Postal, Aviation, Construction, Transportation etc.

RFID tags are tiny microchips that hold a unique identifier number and are attached to a small antenna. The RFID device serves the same purpose as a bar code or a magnetic strip on the back of a credit card or ATM card; it provides a unique identifier for that object. And, just as a bar code or magnetic strip must be scanned to get the information, the RFID device must be scanned to retrieve the identifying information. A significant advantage of RFID devices over the others mentioned above is that the RFID device does not need to be positioned precisely relative to the scanner. In contrast, RFID devices will work within a few feet (up to 20 feet for high-frequency devices) of the scanner. For example, you could just put all of your groceries or purchases in a bag, and set the bag on the scanner. It would be able to query all of the RFID devices and total your purchase immediately.

"RFID tag may be of one of two types. Active RFID tags have their own power source; the advantage of these tags is that the reader can be much farther away and still get the signal. Even though some of these devices are built to have up to a 10 year life span, they have limited life spans. Passive RFID tags, however, do not require batteries, and can be much smaller and have a virtually unlimited life span" says Dr. Dan Engels, Former Director, Auto-ID Labs, MIT, USA, who has presented a Keynote Speech during the Arab RFID Conference.

“RFID tags can also be combined with sensors. An RFID tagged crate of refrigerated goods could tell the system whether perishable goods inside got too hot during the entire transportation and storage processes” added Dr. Engels.

RFID Applications are limited only by imagination and some of the key applications include Item level Tagging at Retail Shops and Malls, Shipping and Freight Forwarding, Postal and Courier Operations, Automotive Licensing, Baggage Handling at Airports, Mother baby pairing, Blood Sample and Patient identification at hospitals, Employee and Material tracking at Construction Sites, Oil and Gas Pipeline Identification, Maintenance and Materials Management Operations, Library Management, Animal Identification Systems, Vehicle and Fleet Management, Health, Safety and Environmental (HSE), Drug Pedigree in Pharmaceuticals industry etc. to name a few.

Other Keynote speakers at Arab RFID Conference included Dr. Ben Zoghi (Texas A&M University), Dr. Patrick King (Michelin Tires), Ken Porad (Boeing), Sybren Tuinstra (TNT Express), Stephane Pique (GS1, Europe), Harry Pappas (International RFID Business Association), Mike Meranda (Tagstone), Lucas Ahlstrom (RFID) and Ian Bell (Savi Technology). Also, several case studies from regional organizations such as Dubai Municipality, Qatar Post, Saudi Post, TJS etc. were presented during the Conference.

Arab RFID Conference was organized by TCQ Triangle with the support of International RFID Business Association (RFIDba), Supply Chain and Logistics Group (SCLG) and GS1. The event was sponsored by UAE based Tagstone and Saudi based DEPCO Systems.

About TCQ Triangle

TCQ TRIANGLE is a leading independent organization, providing timely, accurate and objective business information and best practice solutions for organizations around the world. TCQ organizes a number of high-value Conferences in Dubai and many other strategic locations around the world and focuses on the most pressing and timely issues facing decision-makers in today's global economy. TCQ works with experts and leaders who have deep knowledge and practical experience to address these issues, ensuring that the conferences are timely, up-to-date and packed with issues that the delegates are facing in their line of work. Each conference topic is researched in depth; and agendas are developed in consultation with the target industry's thought leaders – many of whom serve on the Conference Advisory Boards. For more information, visit www.tcqconferences.com

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