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**FOR IMMEDIATE RELEASE**

**Frost & Sullivan Joins Distinguished RFID Masterclass Faculty at InterphexAsia 2006  
Accredited Education Opportunity for Life Sciences Professionals  
Endorsed by International RFID Business Association**

**Singapore – June 1, 2006** – Frost & Sullivan, the International RFID Business Association (RFIDba) and the RFID Technical Institute today announced an agreement to jointly produce an "RFID for Life Sciences Masterclass" for pharmaceutical and life science professionals at the upcoming InterphexAsia 2006 event in Singapore on Wednesday, 28 June 2006.

This collaboration marks the first time these industry leaders have joined together to serve the RFID education, training and certification needs of end users in the Pharmaceutical industry in the Asia-Pacific region. A unique aspect of these university-level educational programs created by the RFID Technical Institute is the opportunity for students to receive Continuing Education Units. In the Life Sciences industry, CEUs are a notable, sought-after measure of learning achievement for workplace professionals.

The RFIDba is a global not-for-profit organization which conducts research on the impact of RFID in the workplace and whose mission encompasses the development of industry-specific standards for end-user education, training and professional certification in RFID and related technologies.

Under this alliance, Frost & Sullivan will collaborate with the RFIDba and the RFID Technical Institute (RTI) in developing course content and by serving in an adjunct faculty role for the masterclass.

According to Sanjay Singh, Director, Industrial Technologies for Frost & Sullivan, "RFID is increasingly coming into its own in the supply chain. With the increasing number of pilot projects within companies and organizations its importance and effectiveness will only strengthen. With these Masterclasses, I believe that RFIDba is doing the right and pioneering thing to further enhance the awareness of this technology and its usage – right from its basics. In addition, the focused attention on RFID usage and benefits in various vertical industries is extremely insightful

and very useful. We are honored to be providing our insights and experience on the adoption of RFID in the pharmaceutical sector at InterphexAsia 2006.”

“We are truly honored to partner with Frost and Sullivan on educating end-users about RFID, its impact in the workplace and how to best prepare for business process change with this important technology”, stated Harry P. Pappas, CEO and Founder of the RFIDba. “The contributions of such a prestigious organization to our education programs means a great deal to our students. With this alliance, the Association is delivering on its mission of producing high value, industry-specific RFID education programs that benefit both technologists and business management professionals.”

According to the RFID Technical Institute, delegates to the *RFID for Life Sciences Masterclass* will benefit from a faculty with deep supply chain and RFID implementation experience. Adjunct faculty from the region will add to the delegate’s learning experience with industry case study profiles and lessons from their real-world, hands-on experience. Delegates who successfully complete the masterclass will receive Continuing Education Units from DeVry University CCE, a prominent educational institution with campuses in some 28 locations across the USA.

Parul Oswal, Sr. Research Analyst for the Smart Cards & Auto ID group, Frost & Sullivan, who is based in Singapore and who specializes in tracking and monitoring market trends within the RFID industry in the APAC region will serve as the presenter of this masterclass. She says: “We see industry-specific education, training and certification as critically important for the successful adoption of RFID in the marketplace. Frost & Sullivan is delighted to be able to address this widespread need by teaming with the RFIDba and the RFID Technical Institute to offer students a superior RFID education experience.”

INTERPHEX ASIA attracts industry professionals and conference delegates from multinationals and regional pharmaceuticals manufacturers throughout the Asia-Pacific Region. These include Automation/IT, facilities/plant management, laboratory management, process engineering, packaging engineering, production, R&D and regulatory affairs. According to the RFIDba, with the emphasis that the US Food & Drug Administration is placing on the role of RFID in ensuring the integrity of the drug supply chain, there is keen interest among delegates in the technology, its effect on business processes and the business case for getting started with RFID.

Gene Fedors, Vice President of Education Programs for RTI notes, “The masterclass has been designed to give students a solid technology grounding while maximizing their understanding of RFID business issues across the Life Sciences value chain. The class provides an accelerated learning opportunity for pharmaceutical and life sciences professionals who want to understand RFID’s impact on the workplace.” The course curriculum encompasses a wide range of topics, including FDA Expectations for Industry Use of RFID, E-pedigree & Mass Serialization; Using RFID to Combat Drug Counterfeiting and Promote Anti-diversion; and Key Insights into Leading-edge RFID Life Sciences Projects. Upon successful completion of the masterclass, participants will also receive a course completion certificate from the RFID Technical Institute. Details on the masterclass are available at [www.rfidtech.com](http://www.rfidtech.com).

## **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](http://www.rfidbusiness.org).

## **About the RFID Technical Institute (RTI)**

The RFID Technical Institute, Inc. (RTI) is a global educational services company. The organization designs, develops and delivers university-level education programs, seminars and workshops, for both the private and government sectors. Staffed by experienced practitioners, educators and thought leaders in wireless and RFID technologies, the Institute's products and services address both the business and technology aspects of auto-identification systems, RFID solutions and supply chain performance improvement.

RTI curriculum and seminar offerings are developed in close association with end-users and standards organizations, such that students can develop the knowledge and skills they require in the workplace. The company's educational products and services, offered in both classroom and on-line formats, are delivered directly to individuals, corporations and government agencies or through accredited universities, trade associations and other learning institutions. For more information about RFID Technical Institute and its education partnerships with the IEEE and DeVry University, visit [www.rfidtech.com](http://www.rfidtech.com).

## **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community, by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, please visit [www.frost.com](http://www.frost.com)

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