



**Editorial Contacts:**

Ms. L. Anne Olscher  
Vice President Events  
Tel: +1.610.497.8710  
aolscher@rfidbusiness.org

Mr. Jordan Hooper  
Conference Producer  
RFID World Australasia  
Tel: +61 2 9005 0751  
jordan.hooper@terrapinn.com

**FOR IMMEDIATE RELEASE**

**International RFID Business Association launches Australian Affiliate and Will Produce University Level Masterclass at RFIDWorld Australia 2006 Conference**

**Sydney, Australia – June 19, 2006** – The International RFID Business Association (RFIDBA) announced today that it has expanded its Asia-Pacific presence by establishing new affiliate operations in Australia. Marking this expansion, the RFIDBA will produce an RFID masterclass program on August 10, 2006, in conjunction with RFID World Australia 2006 in Sydney.

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. Frank Dorrian, President of the RFIDBA Australia division, remarked: "There are many pressing business issues driving the adoption of RFID across this region and users have many questions about the right approach to adoption. From this vantage point, we are especially pleased to be offering this university level program presented by outstanding faculty."

Entitled "*RFID – Understanding the Waves*", this one-day post-conference masterclass is being conducted by the RFID Technical Institute (RTI), an organization whose university-level classes are led by distinguished faculty from industry and academia around the world. According to Gene Fedors, RTI Vice President of Education Programs, "This masterclass is the foundation

that many decision makers need. Students are led through a carefully orchestrated series of learning modules to build technical competency and business awareness for getting started and achieving success with RFID."

According to the RFID Technical Institute, the masterclass faculty understands what it takes to be successful with RFID in the workplace. Their ranks include hands-on practitioners, distinguished educators and industry thought leaders. They have broad supply chain management and RFID implementation experience, offering students a rich diversity of disciplines and viewpoints. 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. Participants will also be granted a certificate of study completion from the RFID Technical Institute.

Serving as an adjunct faculty member for this masterclass is Dr. Dan Engels, Ph.D., Former Director of the MIT Auto-ID Labs and now Founding Director, The Texas RFID Center, University of Texas at Arlington. Said Engels, "While there is now much focus on RFID pilot project implementations, the industry will find the technology hurdles are only a part of the challenge. RFID promises to have a dramatic impact on hundreds of business processes and high numbers of validated systems. This foreshadows a major need for individual businesses to address the gap in worker skills and knowledge needed in the validated, RFID-enabled workplace of tomorrow."

RFID World Australia 2006 is Australia's most established and leading RFID technology event. This annual event highlights how RFID is creating waves and revolutionizing different vertical markets across the Asia-Pacific region. The conference brings together experts and practitioners from a wide spectrum of industries – including retail, logistics, supply-chain, healthcare, security, transportation and gaming, amongst many others - to present and explore the important strategy and technology issues surrounding RFID today.