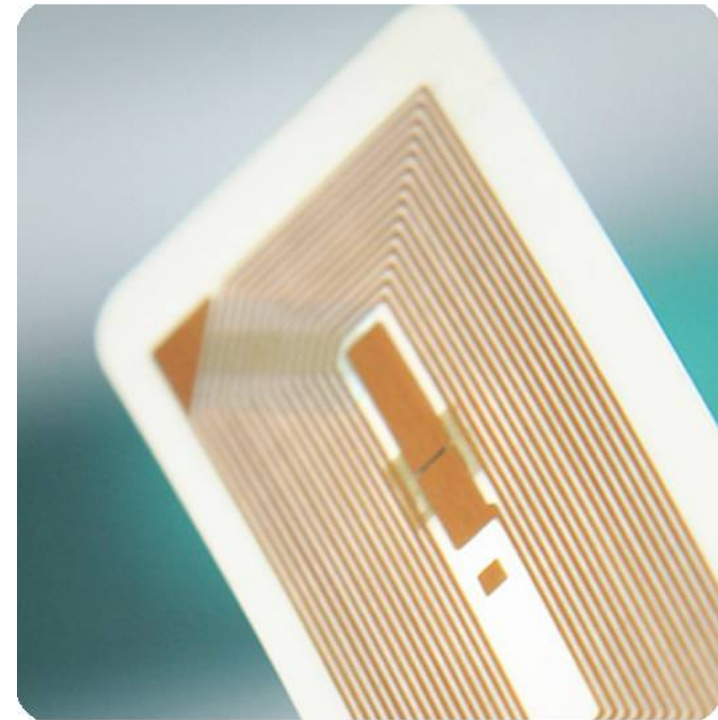


A LOGO FOR RFID

BRUSSELS, NOVEMBER 24, 2008



INFORMATIONSFORUM **RFID**



Informationsforum RFID

- Informationsforum RFID e.V.
 - Registered association
 - Founded in 2005
 - Financed by members' contributions
- Objectives
 - Provide information on RFID technology and applications
 - Promote stakeholder dialogue
 - Create acceptance for RFID technology
- Activities
 - Stakeholder outreach
 - Internet and publications
 - Events



Acceptance for RFID: Target Audiences

Industry

- Technology providers
- Users



Policymakers

- National
- EU



Society

- Media
- Consumers



EU Policy Background

- Draft Recommendation of the EU Commission on Privacy and Security for RFID
 - Labeling of readers
 - Labeling of tagged products in the retail sector
- Development of a harmonized European sign for RFID
- Early positioning with regard to policymakers and the general public
 - RFID design logo as basis for a continuous and constructive debate



Design Competition "RFID Shows Face!"

- Objectives
 - Promote dialogue and acceptance
 - Include relevant stakeholders
 - Create transparency
- Sponsored by Ministry of Economics and Technology
- Details
 - Competition for art and design students
 - Development of logo and implementation concept
 - Reference to EU Draft Recommendation
 - Adapt to different use cases and audiences
 - Labeling of products, areas, and specific spaces
 - Easily visible (both in color and black / white)
 - Accessible for the visually impaired



A Logo for RFID – The Competition



A Logo for RFID – The Winner



Abb. 15: Kassenbereich eines Vollsortimenters

Photo by Ben Schumin

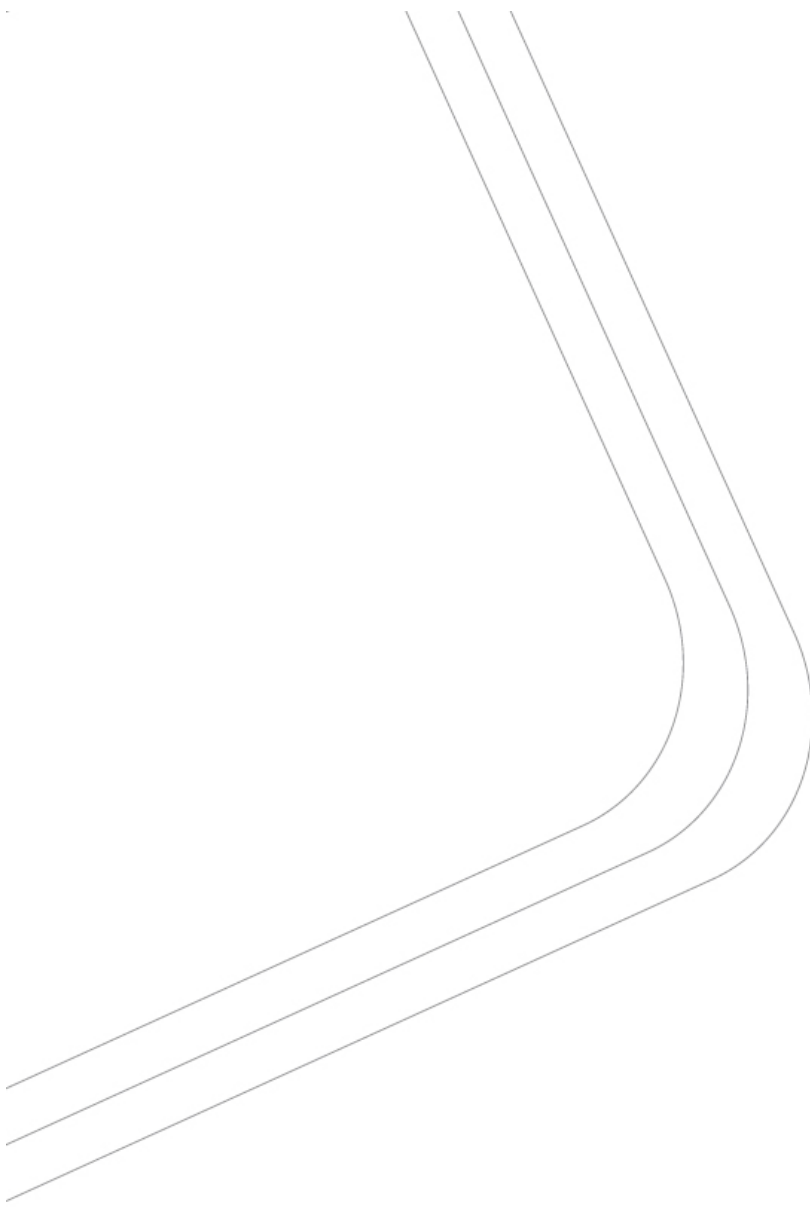
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Next Steps

- Recommendation of the EU Commission
 - Adoption expected for early 2009
 - Implementation debate
- Industry / stakeholder groups
 - RFID Expert Group
 - Thematic Network
 - National RFID platforms
- Liaise with similar initiatives outside the EU
 - United States
 - Japan





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