



# RFID

**Dear readers,**

it's been just six months since the real,- Future Store in Toenisvorst opened its doors to customers and interested visitors. After only 100 days, we were already able to report our first success stories at a special press conference. Nine out of ten customers are satisfied with this hypermarket of tomorrow. That was the result of a survey conducted by AC Nielsen – you can find out more about the results in the cover story of this edition of the RFID Newsletter.



The approval that we are getting from the customers in Toenisvorst is also reflected in the level of sales. Percentage results for growth are already hitting double figures. It shows that now really is the right time for retail to start testing and introducing innovative concepts and services. This is the path that METRO Group has chosen to follow, and it's a strategy that we will continue to pursue in the future, reinforcing our already strong position on the international market.

At the same time, we are optimizing our internal processes to enhance efficiency. Nowhere is this more apparent than in the introduction of RFID. You can find out more about the progress being made in this area at the European political level in our background article and in the interview with Dr. Gérald Santucci, Head of Unit Networked Enterprise & Radio Frequency Identification (RFID), at the Information Society and Media Directorate-General, European Commission.

I wish you informative reading!

Best regards,

Zygmunt Mierdorf

Member of the Management Board of METRO Group

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**METRO Group**  
Future Store Initiative



## THUMBS UP FOR THE REAL,- FUTURE STORE

THE HYPERMARKET OF THE FUTURE IS A HIT WITH SHOPPERS. A customer survey by market research institute AC Nielsen shows that customers at the real,- Future Store in Toenisvorst, Germany, are very enthusiastic about the store's innovative concepts and technologies. Shoppers were particularly pleased with the Fresh Food & Convenience department, the transparent production at The Master Butcher, and the new design of the Sports Department. Sales figures, too, are looking good: the high-tech hypermarket registered a double-digit percentage increase on the previous year.

On September 10, 2008, just 100 days after the real,- Future Store opened its doors to the public, METRO Group and its retail brand Real took stock of their new project. The results were good. According to the customer survey, nine out of ten customers were either "satisfied" or "very satisfied" with the hypermarket of tomorrow. Some 94 percent of customers said they would recommend the real,- Future Store, and nearly half said the store had "exceeded" their expectations. To get an accurate reflection of reactions to the store, a team from the market research institute AC Nielsen interviewed nearly 270 customers on site in Toenisvorst.

### Customers love the wide range

Of all the innovative concepts on show at the real,- Future Store, the Fresh Food & Convenience department was the shoppers' favorite. From the day the store opened on May 28, 2008, this department has been winning over customers with its wide selection of fruits, vegetables and fresh convenience foods. In the survey, every second shopper said they had noticed the broad range on offer and nearly a quarter said they had been particularly impressed – and that's enough to put Fresh Food & Convenience top of the list of the store's 25 favorite innovations. Another popular new feature was the fresh food counter at The Master Butcher, which offers customers a glimpse

'behind the scenes.' Nearly one in seven shoppers singled this department out for praise. A lot of customers mentioned the curing oven and the large window where they could watch staff preparing meat and sausage specialties.

### Quality assurance assured

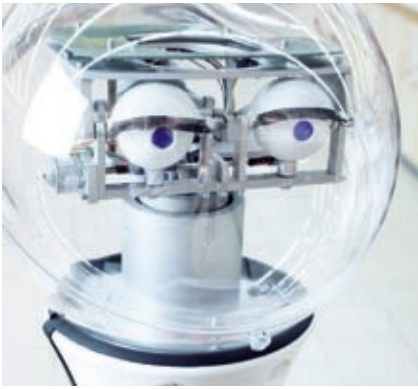
Grades for the Smart Freezer ranged from "good" to "very good." Here, every meat item produced by The Master Butcher is equipped with a Smart Chip so that staff can continuously monitor stock levels and best-before dates. Whenever an item approaches its best-before date or when stocks run low, the system automatically informs staff so they can remove stock or produce new items as required. In the survey, the Smart Freezer came second on the list of customers' favorite innovations.

The Fish Market is another success story. At the 2008 industry awards, this department's comprehensive selection of fresh fish, seafood, deli salads and antipasti earned it the title 'Fish Counter of the Year' in the 'Hypermarkets' category. The jury gave special mention to its outstanding presentation and mediterranean design, which includes a bright blue interactive floor projection featuring fish that swim away as customers walk across it. Gentle ocean sounds and

### A real page-turner: the real,- Future Store brochure



If you don't have time to visit Toenisvorst to experience its innovative concepts and technologies first-hand, an illustrated brochure is available with detailed explanations of all the important applications. To obtain your copy of 'Welcome to the real,- Future Store – A journey into the future of retail,' call +49 (0)2 11.68 86-20 04, or send an e-mail to [rfid@metro.de](mailto:rfid@metro.de). You can also download a PDF version from [www.future-store.org](http://www.future-store.org). The website also features a weekly column by journalist Rosie Report.



Page 2: In the Fresh Food & Convenience department fruit and vegetables are displayed next to fresh convenience foods. Customers voted the department their 'Number 1' in the list of the 25 most popular innovations in the real,- Future Store.

Page 3: Innovation guide 'Roger' explains the technologies in the store. In the sports department's test area, customers can try out elliptical trainers and other sports equipment before buying. Customers use the Mobile Shopping Assistant (MSA) to scan goods while shopping.

the stimulating scent of herbes de Provence with a hint of lemon add to the special atmosphere of the Fish Market in Toenisvorst.

### Sales on the up

One of the best performers in the survey was the Sports Department, which is more than 160 square meters bigger than its predecessor. The department features a clearly marked test area where customers can try out elliptical trainers, treadmills and a whole range of other fitness equipment before making a purchase. Every shopper questioned graded the Sports Department either "good" or "very good," an extremely positive result. These ratings were clearly reflected in the department's excellent sales figures – in June 2008, sales of sporting goods were up 80 percent on the previous year. In the same period, the real,- Future Store as a whole achieved a double-digit percentage increase in turnover. "These results confirm that our new strategy is on the right track," said Roland Neuwald, Managing Director Sales of real,- SB-Warenhaus. "Toenisvorst is living up to its role as a pioneer."

### Greater shopping convenience

The surveyed shoppers were just as enthusiastic about the technological innovations in the hypermarket of the future. One innovation was particularly popular – the Mobile Shopping Assistant, or MSA for short. This special combination of mobile phone and cutting-edge software enables customers to scan the items they select while they shop.

The MSA adds up and displays the prices of the items and even flags special offers. MSA users always know exactly how much they're spending. And they can pay for their items much faster, too. At the touch of a button, the MSA displays a barcode on its screen. All customers have to do is scan in the barcode at one of the paystations and then pay the outstanding sum.

### New mobile services planned

Two thirds of customers said they would be using the MSA again the next time they shop at the real,- Future Store, and nearly the same number stated that they would recommend it to their friends. Forty percent thought the MSA made shopping easier, especially the payment process. A group of 100 shoppers who have been testing the MSA since June 2008 gave it even better scores. Three quarters said the application was "good" or "very good." "Feedback from the test group is helping us make the MSA better," said Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology. "We're already working on an even more user-friendly version."

### Contactless payment

"The next step is to make the payment process for mobile shopping even quicker," said Dr. Gerd Wolfram. "We have a new service called Pay by Wireless, which uses Near Field Communication technology." This cutting-edge innovation was put through its paces by 100 test

### Pay by Wireless using NFC



Near Field Communication (NFC) is a standard for short-range contactless data transfer. A valuable addition to the mobile shopping experience, it provides a highly convenient alternative method of payment at the real,- Future Store. Encrypted data is transferred between a special reader at the checkout and the shopper's mobile phone. The customer confirms the transaction by entering a PIN, and the amount due is automatically debited from his or her bank account. The benefits are increased speed of payment and extra convenience – no more rummaging around for change at the checkout. In October and November 2008, METRO Group ran a 100-user NFC test with a view to introducing the technology in stores.



users in October and November 2008 (see the information box). Near Field Communication (NFC) enables encrypted data transfer between mobile phones and checkouts to make shopping at the real,- Future Store even more convenient – and gives shoppers yet another option for cash-free payment. The test results are currently being evaluated.

Shoppers also signaled their approval of several other innovative payment systems. For most customers, the new checkout area is an innovation that has made a big impact, and the Express Self-Checkout is a firm favorite. Here, customers scan their own items and get a receipt with a barcode for the total sum. They then take this to a paystation to pay for their purchases. The system was an instant hit with shoppers, and is being used by one in every ten customers.

**The benefits of fingerprints**

“Our customers can choose how they want to pay – with cash, debit card or credit card,” said Roland Neuwald. But one of the most convenient and quickest methods is Pay by Fingerprint. To use this technology, customers have to register, which is a simple two-step process. First, they scan the print from their index finger or thumb into the system at the Future Store Information. Then they can sign up for electronic direct debiting. Demand for the new system is high, and 276 registered customers are already taking part. At the checkout, all they have to do is place their finger on the special reader and the amount due is automatically debited from their bank account. It’s a

real time-saver – no more time wasted at the checkout looking for the right change!

**Sounds good**

Like Pay by Fingerprint, the hypermarket’s new Multimedia Terminals offer outstanding convenience, and in the survey they were the seventh most popular innovation. At the terminals, customers can preview CDs, DVDs, audio books or computer games. An ambient sound solution delivers excellent sound quality and there is no need for potentially annoying cables anymore. What’s more, the system uses ceiling-mounted speakers to direct the sound to exactly where the shopper is standing, so other customers can shop in peace. The Multimedia Terminals have registered more than 370,000 clicks since the hypermarket opened. Thanks to these excellent figures, they will be installed in three other stores in 2009.

**High-tech tours**

In June 2008, about a third more customers visited the real,- Future Store than in June 2007. Many of them took advantage of a guided tour that explains the benefits of the store’s innovative concepts and services. Some 20 tours take place from Monday to Friday; that corresponds to an average of around 40 visitors every day. Toenisvorst has even hosted delegates from the Japanese Ministry of the Environment, who were especially interested in the reverse vending machines supplied by Tomra. Other tour parties have included board members from Toshiba and Cisco (both partners in the METRO Group Future Store Initiative), representatives from the academy of industrial design in Israel, and a team from the BBC. The hypermarket has clearly sparked a great deal of interest overseas, so much so that one in every five tours is held in English.

**Sharing success**

“Of course we’re not going to rest on our laurels,” said Roland Neuwald. “It’s our goal to enhance other locations in the network using the most successful concepts, like Fresh Food & Convenience and Fruit & Vegetables, the Fish Market or beauty & more.”

**100 days of real,- Future Store!**



How do customers react to the innovations at the real,- Future Store? Is turnover increasing? What’s on the agenda for 2009? These were just some of the questions put to Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology, and Roland Neuwald, Managing Director Sales of real,- SB-Warenhaus, at a press conference on September 10, 2008. Taking stock of the first 100 days, they delivered a positive report to around 20 journalists and invited them to join a guided tour through the store. Customers also had the chance to take part in the celebrations.

Competitions taking place at the real,- Future Store really put the shoppers’ dexterity to the test. The lucky winners got to take home some high-value prizes.

# RFID COMPACT

## >> Extra food for sheep

The Australian Sheep Industry Cooperative Research Centre (Sheep CRC) has developed a new system for providing specific animals within a flock with extra food rations. The selected animals are fitted with RFID transponders, which are detected by a reader installed near the watering place. A gate system then guides them to a fenced-in area where extra feed is available. The solution can be used to specifically target animals, such as pregnant ewes, that may require more food. Apart from the sheep industry, the CRC also expects the new system to be taken up by cattle farmers. A field test with cattle is already underway.

## >> Talking coffee cups

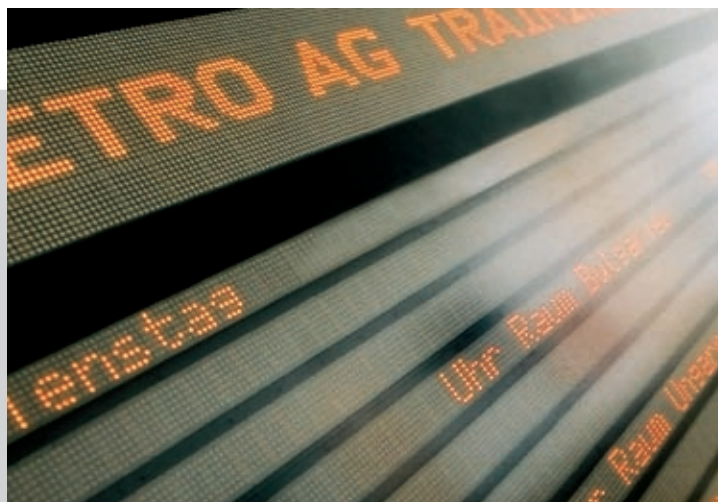
Imagine an umbrella that gives you the latest weather forecast. Or a key ring that tells worried parents their child is back home again. Ingenious ideas such as these and others will soon be reality, thanks to an RFID reader called Mir:ror. Developed by the French company Violet, the device was premiered at the IFA consumer electronics fair in Berlin in September 2008. When connected to a PC, the reader automatically recognizes objects that have been fitted with a so-called Ztamp, a special kind of RFID transponder. Ztamps can be fitted to all kinds of everyday objects, linking them via the violet.net website to a range of programs, services or content. Mir:ror has been available in the shops since fall 2008.

## >> Smart ticket control

The organizers of the Belgian Formula 1 Grand Prix in Spa have opted for an RFID-based ticket control system. Every ticket is tagged with a transponder programmed with details such as validity period and access restrictions. Staff at the entrances check the tickets and send the information stored on them via radio to a central server. As a result, forged tickets can be identified instantly. Another advantage is that the system allows the organizers to respond flexibly to changing volumes of visitors at the various entry points. The new ticket control system was jointly developed by RFIDEA and Toshiba TEC.

## >> Ensuring fresh comes first

Some 20 percent of fruit and vegetable deliveries to supermarkets perish in transit. But thanks to a new RFID shelf-life system, jointly developed by high-tech company Ambient



Systems and scientists at the University of Bremen, help is on the way to solve this problem. How does it work? Suppliers fit RFID transponders to pallets and cases of perishable goods before shipment. In transit these continuously measure ambient temperature and other environmental factors. They also calculate the remaining storage life of the produce. In the event that produce quality falls below a predefined level, the system sends an alarm. Thanks to the shelf-life system, food deliveries can now be prioritized according to the perishability of the products in transit.

## >> EECC seminar program continues

The coming year will see a continuation of the training program run by the European EPC Competence Center (EECC) in Neuss, Germany, with seminars and workshops on all aspects of RFID implementation. On offer are training events for beginners, advanced users and RFID experts. An introductory seminar to be held on December 9, 2008, and on January 13, February 17 and April 21, 2009, covers basic aspects such as how RFID works and the benefits of the technology. At the 'RFID in Practice' workshops (December 10, 2008, and January 14, February 18 and April 22, 2009) the focus will be on reports from users with hands-on experience of RFID. On December 11, 2008, and January 15, February 19 and April 23, 2009, the center will be holding its UHF Expert Training event, which provides developers and specialists with background information and updates on the latest developments. Finally, experienced users can attend in-depth seminars leading to certification as EPC Network Expert (March 19 and May 28, 2009) or RFID Management Expert (March 17–18 and May 26–27, 2009). For more information, visit [www.eecc.info](http://www.eecc.info).

# "THE TIME IS RIPE FOR REAPING THE FULL BENEFITS OF RFID"

> Interview with Dr. Gérald Santucci, Head of Unit Networked Enterprise & Radio Frequency Identification (RFID), at the Information Society and Media Directorate-General, European Commission

**As Head of the "Networked Enterprise & Radio Frequency Identification" Unit at the Information Society and Media Directorate-General at the European Commission, Dr. Gérald Santucci is promoting the development of RFID. At the beginning of 2006, the European Commission launched a wide-ranging consultation on RFID geared toward two main goals: First, the opportunities created by the technology are to be shared among all EU Member States. Second, policy issues are to be addressed in a way consistent with the internal market.**



## **Dr. Santucci, why is RFID so important for Europe?**

Mastering RFID technology is a necessity for Europe's future economic growth and competitiveness. The technology enables a low-cost connection between the physical world and large-scale networks. Furthermore, RFID is one of the enabling technologies for the so-called 'Internet of Things,' in which 'things' are expected to have virtual identities, operating in smart spaces and using intelligent interfaces to connect and communicate within social, environmental and user contexts. In other words, RFID is the starting point for a knowledge-based economy.

## **Will all EU member states benefit equally from RFID?**

A huge challenge today is the uneven introduction of RFID within European countries. While countries such as the UK, Germany, France, the Netherlands and Italy are highly active in a wide range of application domains, the new member states are only marginally represented in case studies. In order to meet the expectations of RFID in the context of the Lisbon strategy, we need to facilitate the deployment of RFID in all European countries while supporting RFID innovation and take-up by small and medium-sized enterprises (SMEs).

In this context, early next year the European Commission will be launching its 'thematic network on RFID' for sharing experiences, improving citizen information and promoting pilot projects in key sectors. In addition, the Competitiveness and Innovation Framework Programme (CIP) will be used to support flagship RFID pilot projects delivering in-house business value and adding value for society, citizens and organizations.

## **During the conference 'Towards a European Policy on RFID' you praised the results of the CE RFID project (Coordinating European Efforts for Promoting the European RFID Value Chain). What do you think are its most important outcomes?**

CE RFID did a good job – I wanted to acknowledge this. Just remember what the aim of CE RFID was when it started in April 2006: supporting sustainable improvement of market conditions for RFID technology, and strengthening its further development from an industry point of view while preserving fundamental European values such as the protection of privacy. This was indeed a big challenge! Today it

is clear that CE RFID has made a major contribution to the European debate on RFID. The initiative addresses challenges for both technology providers and users, and suggests pragmatic approaches for meeting these challenges.

## **The European Commission will publish a recommendation on RFID and data protection later this year. What is its purpose?**

The recommendation on the implementation of privacy, data protection and information security principles in applications supported by RFID will clarify the application of the existing EU legislative framework to the use of RFID technology. It will actually bring consistency in the application of EU rules in order to complete the internal market for RFID, contribute to a secure and privacy-friendly use of RFID and encourage responsible decisions regarding user-oriented RFID applications.

## **What will be the role of RFID in Europe in 10 years' time?**

Thanks to initiatives like CE RFID, the time is ripe for reaping the full benefits of RFID technology. Several scenarios are plausible: First, in the near future, different RFID systems will become connected to each other. This will enhance the convenience for the users – more possibilities and more personalized services with fewer tokens to manage. Second, RFID systems will be coupled to other technologies in the digital public space, for example to mobile systems or the Internet. Already today, a mobile phone using Near Field Communication can function like an RFID chip. Third, the expected introduction of the Internet Protocol Version 6 will give a new dimension to the coupling of different networking systems. Virtually any person and object on Earth can then be given their own unique address, eventually enabling an Internet of Things.



## YOU ASK, WE ANSWER

### Can you put numbers to the global market volume and the market potential of RFID?

According to an analysis by the IT consultancy IDTechEx, the RFID market had a total volume of some 3.63 billion euros in 2007. The British experts based their calculations on sales of products such as transponders, hardware and software, as well as services. By this reckoning, the global leader is the USA, followed by the UK and China. Germany ranks fourth. In 2007, important areas of application for RFID included security solutions, retail, the automotive market, the leisure sector and healthcare. This year, ID-TechEx puts the volume of the RFID market at 3.89 billion euros. Turnover is expected to increase fivefold by 2018.

### In France, METRO Group started its rollout of RFID in fall 2008, in collaboration with the logistics service provider DHL. Is this form of cooperation a model for future projects?

Yes. Isolated solutions have little chance of success when it comes to intercompany technologies such as RFID. Before the technology was even launched, Metro Cash & Carry and DHL worked together closely to supply the company's 89 wholesale stores in France. The step-by-step integration of RFID into the supply chain was the next logical step. Acting as equal partners, both companies contributed their experience of developing and deploying Radio Frequency Identification and were able to achieve an optimum result. DHL and Metro Cash & Carry now benefit from more efficient processes and receive better-quality data, allowing them to further optimize their workflows.

### What opportunities are there for Electronic Data Interchange (EDI) with METRO Group?

There are two options. In the first of these – EDI Classic – METRO Group and the supplier create documents such as orders, delivery notes and invoices electronically using their own systems and save them in a predetermined internal format. An EDI gateway then converts these files into the standard EANCOM® format. The business partners exchange EDI messages via a mailbox system. EDI Classic is particularly well-suited to large data volumes and is therefore used by METRO Group and its largest suppliers.

The second option for Electronic Data Interchange with METRO Group is the online system WebEDI. For this option, users only need a PC with Internet access and an e-mail address. Companies can choose whether to complete the underlying processes using the METRO Group EDI Center (MEC) on the supplier website [www.metro-link.com](http://www.metro-link.com) or via an external service provider. In both cases, data are entered via an on-screen template. WebEDI is ideal for small and medium-sized enterprises who only send and receive small quantities of data.

### Who can companies contact if they have questions about Electronic Data Interchange?

Suppliers who are interested in connecting to METRO Group EDI systems can contact the Supplier Collaboration & EDI Services team for Germany. METRO Group has also set up an EDI hotline to answer any questions its industry partners may have about Electronic Data Interchange. It can be contacted by phone on +49 (0)2 11.9 69-42 20 or e-mail at [edi@metro-mgb.com](mailto:edi@metro-mgb.com). A team of experts is on hand to help companies check, plan and implement the deployment of EDI message formats ORDERS, DESADV and DESADV-NVE, which are essential for the introduction of RFID.

# FROM VISION TO REALITY

> EU conference on the Internet of Things

The most recent in the European Commission's series of expert conferences on RFID was held on October 6 and 7, 2008. With France now holding the Presidency of the Council of the European Union, the venue this time - after Berlin and Lisbon - was Nice in southern France.



The opportunity to exchange views on the so-called 'Internet of Things' attracted politicians, scientists, business people and representatives of interested organizations from all over Europe to the Nice event. The term 'Internet of Things' refers to the increasing interconnectedness of objects within networks, in which they can exchange information about their properties, status and surroundings. Technologies like RFID, mobile communications and sensors enable new applications, such as shipments of goods that can automatically make their way through the supply chain, or food products that notify the store's merchandise management system when their best-before date is approaching, or even car tires that send information on their pressure to the car's owner via SMS. Despite the many benefits, however, critics of the Internet of Things fear these technologies could be abused to create profiles of consumers.

## Pioneering role for Europe

In her opening address in Nice, Viviane Reding, EU Commissioner for Information Society and Media, pointed out that the Internet of Things offers numerous benefits for business and society. At the same time, people should be aware of the challenges, which, according to the commissioner, require serious consideration from all involved, as well as political action on the part of Europe's governments.

## Balanced agenda

The conference agenda included both sides of the discussion. Representatives from the business community reported on possible uses and technological perspectives. Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology, pointed out the differences between the Internet of Things and 'Intranets of Goods' such as those currently being developed in retail and the consumer goods sector. Here, as in closed company networks, participating companies can use RFID to track merchandise and exchange the acquired information. Importantly, only authorized users have access to the shared infrastructure. In the 21st century the Intranet of Goods will, in Dr. Wolfram's words, "form the backbone of the retail industry. But it will be only one of many industry-specific uses of the Internet of Things."

Critical aspects, such as data security and privacy, also featured in the various lectures and discussions during the two-day event. For example, Eric Besson, France's Secretary of State for the Digital Economy, called for clear rules on the deactivation of transponders. The question of whether deactivation should be done automatically upon completion of the purchase or only at the customer's request again generated lively discussion.

## Political salon on RFID



The first 'Berliner Technologie-Salon' was held in the German capital at the end of September. Sponsored by North Rhine-Westphalia's representation to the federal government and the METRO Group Future Store Initiative, the one-day event 'En route to the transparent product' was attended by business people, politicians, representatives from federal and North Rhine-Westphalian ministries, and members of consumer protection organizations. Discussion focused on defining a political framework that would enable a successful deployment of RFID. On many issues, a considerable consensus was in evidence. One example was the need to communicate the potential benefits of this new technology more effectively to people and companies. The most important issue, it was agreed, is to inform opinion-leaders and consumers alike about the aims and benefits of RFID applications. During the discussions, moreover, one thing became ever clearer: depending on the area of application, data protection and system security criteria will vary. While in logistics and warehouse management, for example, no personal data are collected, the opposite is true in medical applications, making the protection of privacy and confidentiality a high priority.

# VOICES FROM THE INDUSTRY

## Europe-wide debate

In the run-up to the conference the European Commission had already announced its intention to launch a number of initiatives on the Internet of Things. According to Brussels sources, the Commission aims to speed up the transition from vision to reality, while at the same time protecting citizen rights. A position paper published by the EU Commission and entitled 'Early Challenges regarding the Internet of Things' draws parallels with the debate on the regulation of RFID applications. The legislative challenges are similar in both cases, it explains, affecting issues such as security, data protection, control of central resources, standardization and the sponsorship of innovation. Consequently, the paper draws attention to the Commission's recommendation on the use of RFID, and announces an additional communication on privacy and confidentiality in a networked society. Companies, scientists, representatives of organizations and interested consumers have been invited to submit their comments on the position paper. The deadline for submission was the end of November 2008. Publication of a revised version is expected early next year.



Stephane Pique

European Director EPC/RFID, GS1

**The business action group Transport and Logistics Services (TLS) has been running an RFID pilot project since November. What is it supposed to achieve?**

We're primarily focusing on the question of how to make the information exchange processes along international supply chains more efficient and more transparent for all those involved. We've just started the third phase of testing, which involves tagging deliveries from a Japanese supplier with active RFID transponders before shipping them on to the distribution center in the Netherlands. This helps not only all of the business partners involved in the project but also other authorized project participants and customs officials to find out instantly where the goods are at any given moment. We shipped the first containers in December, and another 50 shipments will have reached the destination port in Amsterdam by the middle of January.

**What role are EPC Information Services (EPCIS) playing in this process?**

The EPCIS is a data standard that makes it possible for all participants in a supply chain to exchange information in a consistent format. It works independently of IT infrastructures – that means it has great potential for enabling smooth data transfer between business partners. It is this universal digital language that finally makes it possible to track goods flows in real time.

**You have instigated the establishment of a European RFID network. What are its aims?**

At the suggestion of the EU Commission, we and our numerous partners are planning to establish a neutral RFID information platform. The planned go-live date for the project is January 1, 2009. Our main aim is to inform small and medium-sized enterprises about the benefits of RFID – because, in the medium term, only those who use the technology will be able to keep up with the international competition for increased efficiency and improved customer orientation.

## TRADE FAIRS AND CONVENTIONS

### Upcoming events

#### CeMAT India 2008

December 10-13, 2008\_Bangalore (India)

CeMAT, the international trade fair for intralogistics, is taking place in the dynamic growth center of India for the second time. Over 180 exhibitors will be presenting products such as industrial trucks, forklift trucks, warehouse technology and software. Other topics include logistics for perishables - an increasingly important issue in India - and contract logistics. The background to this: the subcontinent, too, is seeing more and more companies outsourcing logistic processes to specialist third-party providers.

Deutsche Messe AG  
www.cemat-india.com

#### RFID in Health Care

January 22, 2009\_Las Vegas (USA)

Las Vegas is the venue for the 3rd Annual Leadership Summit on Healthcare Supply Chain Management. In a parallel event, the US specialist publication RFID Journal is also holding a conference focusing on the economic potential of the technology for the healthcare sector.

RFID Journal  
www.rfidjournalevents.com/healthcare/

#### LogiMAT 2009

March 3-5, 2009\_Stuttgart (Germany)

LogiMAT is the International Trade Fair for Distribution, Materials Handling and Information Flow. The exhibition subjects range from production, materials handling and warehouse technology to order picking, distribution, transport and waste disposal. Visitors can find RFID solutions in the labeling and identification section.

Euroexpo Messe- und Kongress-GmbH  
www.logimat-messe.de

#### CeBIT 2009

March 3-8, 2009\_Hanover (Germany)

California is home to Silicon Valley - and next year it will also be the first partner state to CeBIT, the world's largest trade fair for information and communication technology. The main focuses in 2009 will be telemedicine, the mobile Internet and electronically supported learning. The fair in Hanover will also again feature a special exhibitor area for auto-identification technologies such as RFID.

Deutsche Messe AG  
www.cebit.de

### Recent events

#### RFID Journal LIVE! Europe

November 4-6, 2008\_Prague (Czech Republic)

Around 350 experts from the retail, consumer goods, IT and logistics sectors attended the European congress hosted by the specialist publication RFID Journal to find out about successful applications of the technology. In his opening speech, Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology, explained how METRO Group is benefiting from RFID.

RFID Journal  
www.rfidjournalevents.com/europe/

#### 25th German Logistics Congress

October 22-24, 2008\_Berlin (Germany)

Among the areas of focus at this year's international meeting of the logistics sector were the growth markets of Brazil, Russia, India and China. At the accompanying specialist exhibition, METRO Group and its partners IBM, Chep, Feig Electronic, Intermec, m.i.k. IT, Procter & Gamble and Toshiba TEC presented RFID solutions for retail logistics.

German Logistics Association (BVL)  
www.bvl.de

## PLENUM

### RFID shows its colors!

The RFID Information Forum honored the winners of the 'RFID zeigt Gesicht!' (RFID shows its colors!) competition at the Federal Ministry of Economics and Technology (BMWFi) in Berlin on October 16, 2008. Students, specialized in graphics and design were asked to develop a distinctive logo that would enable consumers to recognize where Radio Frequency Identification is being used. The winner of the competition was Andreas Wiegand, a graduate of Bremen's University of the Arts, who came up with a square logo featuring the word RFID in capital letters and braille. The jury - comprising representatives from the worlds of politics, business, and practical and theoretical design - selected Wiegand's concept from a total of



23 entries. Among the decisive factors leading to the logo's victory were its creative idea and professional design.

The RFID Information Forum launched the competition to generate attention and interest in RFID and to highlight the many different areas in which the technology can be applied. The RFID Information Forum plans to initiate discussions about the winning logo at national and European level. With this proposed labeling scheme, the member companies and organizations are displaying their willingness to make the use of the technology as transparent as possible for consumers. 'RFID zeigt Gesicht!' was held under the patronage of the BMWFi.

# ACHIEVING WIDESPREAD ACCEPTANCE

## > RFID and the Consumer - A Survey

Trade and industry have long since recognized the potential of Radio Frequency Identification. But what do consumers think about RFID? Are they aware of the technology – and if so, do they accept it? A recent survey conducted on behalf of the standardization organization GS1 Germany focused on these questions.

### Respondents from four countries

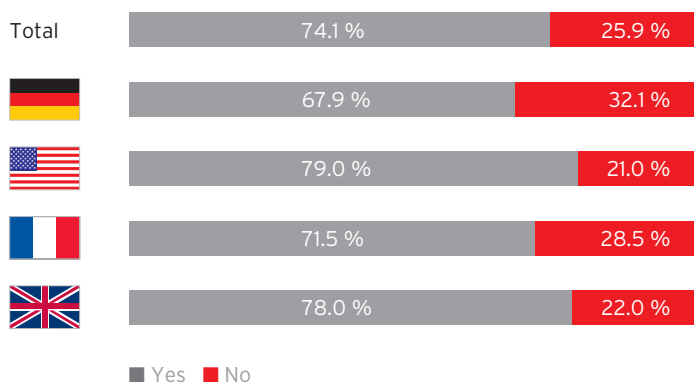
The German market research company GfK questioned 400 randomly selected consumers from Germany, France, the UK and the USA during the international study. Respondents were asked to assess the benefits of the technology. The interviewers were also interested in how much the consumers already knew about RFID. Here is a summary of the most important findings:

- 75 percent of respondents thought shopping would be easier if the use of RFID meant that they no longer had to unpack and repack their shopping trolley at the checkout.
- 60 percent said that the main benefit of the technology was that it would allow them to call up more information about products.
- 47 percent of survey participants were not aware of the technology or were not interested in it.
- 25 percent would never buy products fitted with a transponder.

### German consumers are well informed

The comparative study also shows that there are clear national differences regarding the acceptance of RFID. For example, consumers in Germany were much more aware of the technology than their counterparts in the UK, France and the USA. It also identified differences with regard to data protection. For 37 percent of the German survey respondents, for example, data protection was the top priority when buying products with radio chips. By contrast, this issue is far less important to consumers in France. For French customers, user-friendliness and time-saving aspects outweigh any privacy concerns. The French were also the least wary of RFID technology, with almost one in seven agreeing to the statement "I would have no reservations about buying products fitted with a radio chip." Consumers were rather more cautious in Germany and the USA.

**Question 1: Would it make shopping easier for you if you no longer had to unpack and repack your shopping trolley at the checkout, but simply had to push it past the till to pay?**



Source: GfK Panel Services/Retail & POS Research | Sept. 2008 | CAT1 survey of 100 consumers from each of D, UK, USA, F 2008



Further information about the study 'RFID and the Consumer - A Survey' is available from GS1 Germany. Please contact Monika Gabler.

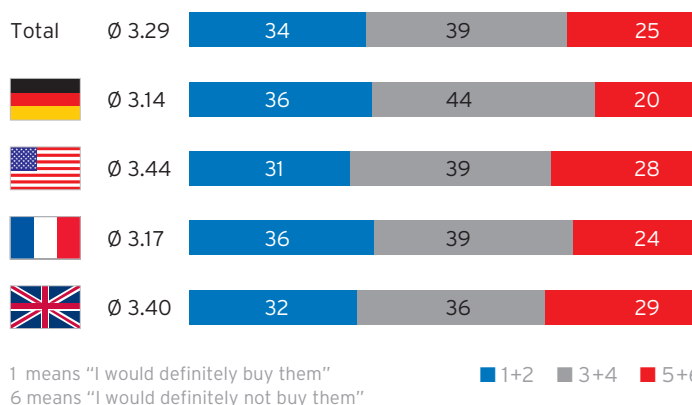
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### Highlighting opportunities, taking concerns seriously

"Greater use of RFID technology depends largely on consumers' acceptance," says Jörg Pretzel, CEO of GS1 Germany. "We are dedicated to working together with trade and industry to provide consumers with comprehensive information." He went on to say that GS1 Germany highlighted the opportunities offered by the new technology but also took concerns seriously, and is actively engaged in open dialog with all involved parties from the worlds of business and politics as well as a number of different organizations.

**Question 2: Do you already buy or would you buy products that are equipped with a radio chip? Please indicate your willingness to buy these kinds of products on a scale from 1 to 6.**



Source: GfK Panel Services/Retail & POS Research | Sept. 2008 | CAT1 survey of 100 consumers from each of D, UK, USA, F 2008

## READ MORE

> METRO Group and RFID - Information about the new technology in trade and retailing

METRO Group started deploying RFID in its logistics and warehouse management processes as early as 2004. To accompany the introduction of the technology, the retailing company also published a brochure, which has now been updated as a revised edition. 'METRO Group and RFID' familiarizes readers with the basics of the technology, describes which sectors are already using RFID and highlights its economic potential. The new edition focuses in particular on the many new ways and areas in which RFID is being used at METRO Group, for the first time providing information about the deployment of the technology at Metro Cash & Carry France, Smart Quality Assurance at the real,- Future Store in Toenisvorst (in North Rhine-Westphalia, Germany), and the RFID pilot project at the deep-freeze warehouse in Hamm. It also contains a chapter analyzing the prospects for Radio Frequency Identification in the retail sector, looking closely at new services that can make shopping even more convenient for customers.

The brochure is available in both German and English and can be obtained free of charge by calling the RFID Hotline. The digital version can be downloaded at [www.future-store.org](http://www.future-store.org).

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> The RFID Roadmap: The Next Steps for Europe



Dr. Gerd Wolfram, Dr. Birgit Gampl,  
 Peter Gabriel (Eds.)

Springer, Berlin/Heidelberg, Germany, 2008

How can the general conditions for RFID applications and technologies in Europe be improved in the long term? The European Commission-funded project 'Coordinating European Efforts for Promoting the European RFID Value Chain' – CE RFID for short – spent the last three years taking a very close look at this central question. The aim was to identify available courses of action for using the technology within the EU. Representatives of the leading RFID users and technology manufacturers made a number of recommendations on issues such as frequency regulations, data standards, research programs and legislation. The CE RFID project also developed two reference models that provide a framework for classifying the application areas of the technology, such as logistics or medicine, as well as affected interest groups. This makes it possible to examine RFID according to application area and consumer interests. The English-language book 'The RFID Roadmap' summarizes the results of the CE RFID project's work and is aimed primarily at decision-makers from the world of politics, business, science and civil authorities.