



**NOVEMBER 1-3, 2010**  
HYATT REGENCY O'HARE • CHICAGO, IL

**Workshop: AIDC: The Foundation of Visibility**  
Hosted by



November 1, 2010 • 2:00pm – 5:15pm

<b>TIME</b>	<b>Session Title</b>	<b>Speaker(s)</b>
<b>2:00pm</b>	<b>Why AIDC Alone Does NOT Equal Visibility</b>	<b>Grant Hunter, GS1 US/EPCglobal US</b>
	AIDC, by itself, does not provide visibility. To achieve that, a company must be able to uniquely identify, capture, and share data about the movement and location of goods and assets, and have the information understood by everyone along the supply chain. Learn how the GS1 Standards set (including EPC) provide a standardized common language that is accepted and understood across industries and around the globe to deliver greater visibility and more informed decision-making.	
<b>2:45pm</b>	<b>Using EPCIS Data Sharing for Full Supply Chain Visibility</b>	<b>Ken Traub, GS1 US/EPCglobal US</b>
	EPC Information Services (EPCIS) is a set of networking and data-sharing standards that offer companies the ability to share information not just about serialized identifiers read from bar codes or RFID tags, but also the context of those reads. In this session, learn how EPCIS data can be utilized to help realize benefits in the supply chain for a wide range of industries and helps turn visibility into action.	
<b>3:30pm</b>	<b>Stretch Break</b>	
<b>3:45pm</b>	<b>Getting Ready for Visibility</b>	<b>Sue Hutchinson &amp; Michele Southall, GS1 US/EPCglobal US</b>
	Industry mandates and government traceability initiatives for safer food and pharmaceuticals, as well as Sarbanes-Oxley compliance, customs and other areas are driving the need for visible supply chains. How do you prepare to meet these requirements while delivering additional value to your own organization? This session will walk you through and adoption roadmap, outlining how your organization can best prepare to incorporate bar code, RFID and EPC technologies from both the technical and operational perspectives.	
<b>4:30pm</b>	<b>The Value of Visibility</b>	<b>Bob Celeste, GS1 US</b>
	Beyond the how and "how-to" of using AIDC to enable supply chain visibility, that is, the ability to see the location of your products and assets (and know their state) as they move from point to point, companies will also want to "why?". The focus of this session is how visibility translates into business value and can improve your business' bottom line, using real-world examples.	