



News Release

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For more information, contact:
Jane K. Yallum, The Clarion Group
412 492 1699
jyallum@clariongroupinc.com

Auto ID and Mobile IT – Building Data-Rich Enterprises *Key End Users to Deliver Real-World Challenges and Solutions at AIM Expo*

Warrendale, PA -- July 13, 2010 -- The Association for Automatic Identification and Mobility (AIM) is pleased to announce its distinguished faculty for the [AIM Expo](#), November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA.

"When it comes to understanding, evaluating, selecting and implementing auto ID and mobile IT solutions, you want to hear from people who have already done it because they fully understand how the technologies impact mission-critical business processes," said Chuck Evanhoe, president, Evanhoe & Associates and AIM Expo Chairman.

According to Evanhoe, "In each industry sector, we've identified the best speakers to give attendees an honest look at the challenges, the opportunities and lessons learned during implementation."

Vertical educational tracks for the **manufacturing, government, retail, healthcare,** and **reseller** sectors will address key issues and bring together speakers from leading organizations.

- **Healthcare Track:** specifics on how to improve patient safety, secure the healthcare supply chain, increase operations & production, and enhance medication accuracy
- **Government Track:** lessons learned about facilitating data collection and information sharing for process agility, operational improvements, and increased performance by harnessing the power of your existing data
- **Manufacturing Track:** tactics on how to improve operations and throughput, streamline production, increase performance, reduce costs and enhance overall business processes
- **Retail Track:** guidance on how to reduce costs by improving traceability, accuracy, loss prevention, inventory visibility, mobile applications and customer service
- **Reseller Track:** valuable information for the channel market to identify and secure new auto ID & mobile IT business opportunities, complete with a Reseller Brunch sponsored by BlueStar

Go to www.AIM-Expo.com to download the Track agendas for the complete list of AIM Expo faculty.

To reinforce the conference program, the exhibit hall will feature a solutions showcase representing the leading auto ID and mobile IT providers. Event sponsors include BlueStar, Datalogic, Datamax-O'Neil, REA Elektronik GmbH, and Lockheed Martin's Savi Technology.

"We are committed to providing **AIM Expo** attendees the type and quality of education they cannot find elsewhere," Evanhoe concluded.

To learn more about the conference agenda and how to register, visit [the event website](#). Make plans now to be in Chicago, November 1-3, 2010 for the auto ID and mobile IT industry event.

About AIM

For 35 years, AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end-users in the auto ID & mobile IT industry. Serving members in 43 countries, AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

For more information about the AIM organization, its technologies and its members, please visit www.aimglobal.org or www.rfid.org.