



### FOR IMMEDIATE RELEASE

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### **Automatic Identification Industry to Recognize its Finest** *2010 Nominations Sought for AIM Awards*

**Warrendale, PA** -- April 26, 2010 -- AIM, the industry association recognized as the worldwide authority on automatic identification and mobility, announced a call for nominees for its annual Automatic Identification and Mobility industry awards to be presented during the **2010 AIM Expo** on November 3<sup>rd</sup> at the Hyatt Regency O'Hare in Chicago, IL.

Established in 1984, the **Dilling Award** is the highest award given in the Automatic Identification and Data Capture (AIDC) industry. It is presented to executives, scientists, and engineers in recognition of outstanding contributions that have furthered the growth of the industry through important applications and new technological developments.

**The Percival Award** was established in 1982 to honor Don Percival, an early founder and pioneer in the development of barcode scanning. The Award is co-sponsored by the *SCAN-Data Capture Report* and AIM. The award is presented annually to an individual or organization from the user community recognizing outstanding contributions to the application of automatic identification and data capture technologies.

Named in honor of Ted Williams, an industry innovator, collaborator, and long time member of the AIM Technical Symbology Committee, the **Ted Williams Award** is presented annually to a professor or student in recognition of innovative and exceptional contributions that can further the growth of the automatic identification and mobility industry through his/her work as a teacher, researcher and/or entrepreneur.

Sponsored by AIM's Education and Public Policy (EPP) committee, the annual **Excellence in Journalism Award** recognizes a member of either the print or broadcast media whose unbiased communications contribute to a greater understanding of the automatic identification and mobility industry as a whole.

Nomination forms are available on the [AIM website](#) or by calling the AIM office at +1724-934-4470.

The awards reception and dinner will take place during AIM's inaugural industry event, the **AIM Expo**, on November 3rd at the Hyatt Regency O'Hare. For more information about the AIM Expo, please visit the [event website](#).

### **About AIM**

AIM is the industry association and worldwide authority on automatic identification (auto ID) and data collection technologies. AIM members are providers and users of technologies, systems, and services that capture, manage, and integrate accurate data into larger information systems that improve processes enterprise-wide. Serving members in 43 countries for 35 years, the Association has developed key technical specifications and guidelines that support the use of auto ID and mobile IT solutions.

AIM has an active educational and government relations focus, providing accurate and unbiased information on data collection technologies and the markets they serve. As part of its educational outreach, AIM publishes "RFID Connections" and "AIM Connections," the industry's longest-running e-newsletters on RFID and automatic data collection. The industry association also produces the annual **AIM Expo** conference and exposition for providers, users and integrators of auto ID and mobile IT solutions.

For more information about AIM and its members and services, please visit [www.aimglobal.org](http://www.aimglobal.org) or [www.rfid.org](http://www.rfid.org).