



## News Release

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### 2010 AIM Expo Conference and Exhibition Announced

*AIM to Deliver Solutions-Driven Education in a Cross-Industry Event Showcasing  
the Full Range of Auto ID & Mobile IT Options*

**Warrendale, PA -- February 15, 2010 --** The Association for Automatic Identification and Mobility (AIM) has announced the launch of a new automatic identification (Auto ID) and mobile IT solutions-oriented event, **AIM Expo**, to take place November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA.

"Vendors and end-users have told us they want to be able to learn about and compare all the automatic identification and mobile IT options side-by-side -- at the same time, and in the same place," said Dr. Clive Hohberger, AIM Board Chairman. "AIM Expo marks the return of AIM's annual cross-industry educational event that focuses on business process improvements through the applied use of Auto ID and Mobile IT technologies."

While it may seem that bar codes, RFID, mobile commerce and mobile IT are becoming ubiquitous, with a broad range of applications leveraging barcoding, direct part marking, radio frequency identification (RFID), WiFi and Real Time Location Systems (RTLS), these technologies are often used at a minimal level because organizations don't fully understand all the benefits these technologies can offer when deployed throughout an operation. The AIM Expo conference is designed to fill that educational gap by providing opportunities for those just beginning to explore and learn about Auto ID and Mobile IT and those whose knowledge has been restricted by the limited information about the technologies available at vertical industry or technology events.

"We are excited to be able to provide this opportunity to continue and expand the Association's educational mission. The type of solutions-driven education we can provide as an industry trade association enables us to deliver a solid, unbiased program that cuts across industry and technology boundaries," states Chuck Evanhoe, AIM Expo Chairman. "The event will address the need for ongoing education about the use of bar codes, RFID, and mobile computing technologies."

The AIM Expo conference program will feature educational tracks on **manufacturing, government, retail and healthcare**. The sessions will identify state of the art applications and solutions on how to improve operations, streamline production, reduce costs and enhance overall business processes. The three-day program is comprised of case studies and how-to education that is designed to help attendees gain insight on improving their businesses. The Expo will also feature a solutions showcase in the exhibit hall that will represent the leading Auto ID and Mobile IT providers.

"We know from working with our AIM members and our end-user community that there is an ongoing need for education to understand how current solutions can be improved through the use of new bar code and RFID technologies," adds Hohberger. "Even organizations that have been using bar codes for 30 years are surprised by how much more they can do with new Auto ID technologies. When bar codes are combined with RFID and mobile wireless handheld computers, the flow of information within an organization can be vastly improved and many paper-intensive processes can be eliminated, saving a great deal of time *and* money. The AIM Expo and Conference will help people envision the full potential of these business solutions and improvements."

This year's Keynote Address will be delivered by **Mr. Gus Pagonis**, retired three-star Army general who masterminded all logistical operations during the Gulf War, and went on to drive a turn-around at Sears by overhauling and reengineering the company's logistics and service capabilities. Mr. Pagonis is also the author of *Moving Mountains: Lessons in Leadership and Logistics from the Gulf War*, published by Harvard Business School Press.

To learn more about the AIM Expo, visit [www.AIM-Expo.com](http://www.AIM-Expo.com) and make plans now to be in Chicago, November 1-3, 2010!

## **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 providers and users of technologies, systems, and services that capture, manage, and integrate accurate data into larger information systems. 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](http://www.aimglobal.org) or [www.rfid.org](http://www.rfid.org).