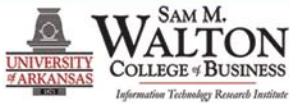


**Back by Popular
Demand...Item-Level RFID
Forum! Hear New ROI
Research Results.**

Item-Level RFID: Future Direction – Current Status



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Don't miss Dr. Bill Hardgrave when he presents the results of the University of Arkansas' Apparel & Footwear Item-Level Tagging RFID research. He will cover Phase III of the research, *The ROI of RFID*. You can expect updated content, new insights, and RFID lab tours.

The first RFID Forum held in January attracted major companies including **Procter & Gamble, Clorox, Wal-Mart, American Apparel, Smucker's, Avery Dennison, General Mills, Macy's,** and **Hewlett-Packard**. And that event left these attendees asking for more... specifically, what is the ROI of RFID?

RFID at pallet- and case-lot levels has, in many cases, produced quantifiable ROI. However, what's the return you get from item-level RFID tagging? Learn more about this and other item-level tagging issues at the second RFID Forum. In addition, you'll be amazed with a unique, hands-on, real-time RFID lab experience. This is something you can't see every day! Join us in Fayetteville, Arkansas, September 9-10!

Register online at cscmp.org; click on Item-Level RFID Forum under the Programs & Events tab.