

Preface

This book is a summary of the results elaborated within the European coordination action project CE RFID (Coordinating European Efforts for Promoting the European RFID Value Chain). CE RFID was funded within the 6th Framework Programme for Research, Technological Development and Demonstration of the European Commission and was intended to assist the European Commission in the development of a European RFID policy. The target of CE RFID was to support sustainable improvement of market conditions for RFID technology, and to strengthen its development in Europe from an industry point of view while preserving fundamental values like the respect and protection of privacy, health and environment. The book is directed towards decision makers from politics, economics, science, and administration, and provides helpful guidance on different subjects in the field of RFID. This was achieved by:

- Defining an RFID roadmap for future technology and application development
- Developing recommendations for the harmonisation of RFID radio frequencies and standards
- Examination of the legal framework with regards to the deployment of RFID in Europe including an analysis of privacy concerns
- Analysis of existing RFID implementation and application guidelines
- Analysis of specific research programmes and projects at a European level

From these objectives, the project was divided into five main RFID-related topics: roadmap, R&D research policy, standardisation, guidelines, and legislation. For each topic, detailed extended final reports have been delivered which can be downloaded from the CE RFID website (www.rfid-in-action.eu).

The following 12 companies formed the core set of CE RFID:

- MGI METRO Group Information Technology GmbH (coordinator)
- AIDA Centre S.L.
- Deutsche Post World Net
- EADS Deutschland GmbH

- FEIG Electronic GmbH
- NXP Semiconductors Austria GmbH
- Pleon GmbH
- RF-iT-Solutions GmbH
- Siemens AG
- Tyco Fire & Security ADT
- UPM Raflatac Oy
- VDI/VDE Innovation + Technik GmbH

CE RFID was established as an industry consortium designed to assess the challenges which prevent RFID development from an industry point of view. Some of the most important European companies involved in RFID were part of this consortium. During this project, they looked beyond their own company's needs and together with RFID experts from various fields developed recommendations of how to support both RFID users and technology suppliers in Europe. By doing this, a roadmap was created as to how to keep and further extend Europe's position as an innovative key player in the field of RFID technology.

The project lasted from April 2006 until September 2008. Several workshops and a review process for each topic took place to allow a feedback process and to develop consensus between the different experts. The approximately 200 participants of the workshops and the document reviews represented the relevant stakeholders in the RFID area. This helped us to achieve valuable results, and allowed us to give clear recommendations regarding which actions need to be taken by different groups to allow RFID technology to further develop. All final reports are available in the internet: www.rfid-in-action.eu.

On behalf of all project partners the editors would like to thank all participants of the workshops and the reviewers of the reports for discussing the different topics with us, and for having given us valuable input by reading the respective documents and for their time and engagement. Without their efforts it would not have been possible to integrate so many different stakeholder views.

All of the results elaborated within the CE RFID project would not have been achieved without the support of the Information Society and Media Directorate-General of the European Commission and we are grateful for this continuous support and interest in our project and the respective results. Many thanks to our project officer Cristina Martinez Gonzalez and the reviewers Dr Zoe Kardasiadou (Centre of International and European Economic Law), Dr Humberto Moran (Open Source Innovation Ltd) and John Kayser (evercom AG) for their constant support.

Neither this book nor the overall project results would have been possible without the very productive cooperation of all partners within this project. A deep engagement above and beyond the expected level of commitment, and the extensive specialist competencies possessed by members have allowed a very supportive and sustainable social network to be built, which has helped us to achieve excellent and profound project results. We would also like to offer many thanks to Matthias Robeck (MGI METRO Group Information Technology GmbH) who

expertly led the teams with care and attention throughout the project and to Lysann Müller (VDI/VDE Innovation + Technik GmbH) for her diligent advice on all EU Framework Programme matters. Without their continuous support, our accomplishments would not have been possible.

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