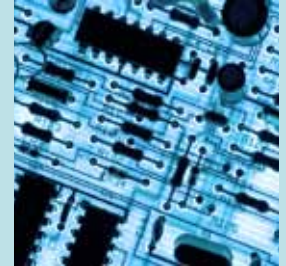




NATIONAL RFID CENTRE

MISSION: TO DRIVE RFID ADOPTION ACROSS SINGAPORE INDUSTRIES AND PUBLIC INSTITUTIONS FOR GROWTH AND SUSTAINABILITY



Introduction

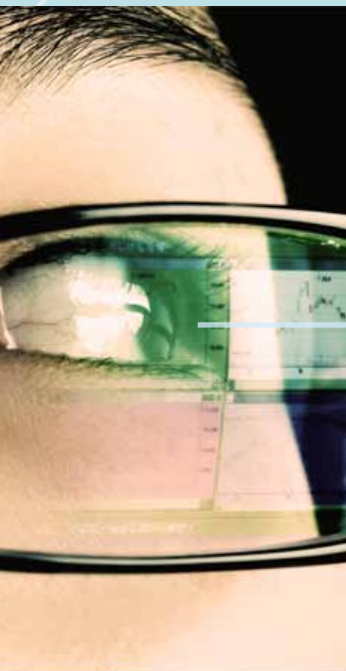
The National RFID Centre is a multi-government agency effort by the Agency for Science, Technology and Research (A*STAR), the Infocomm Development Authority of Singapore (IDA), the Economic Development Board (EDB) and the Standards, Productivity and Innovation Board (SPRING Singapore).

Endorsed by the Ministry of Trade and Industry, the National RFID Centre will serve as the focal point for Radio Frequency Identification (RFID) in Singapore. The Centre aims to help local industries, especially small and medium enterprises (SMEs), develop and/or adopt RFID technology for business growth and sustainability.

Focusing on key industry verticals strategic to Singapore including the Manufacturing, Logistics, Biomedical, Retail and Hospitality industries, the Centre will link the RFID community comprising product vendors, technology providers, research and academic organisations, government ministries and potential end users to exploit the full potential of RFID.

Key Objectives

- Drive RFID adoption projects in both key industry verticals and public institutions strategic to the competitive advantage of Singapore
- Transfer RFID knowledge and technology to Singapore industries for adoption
- Inspire innovation of RFID technologies and applications
- Link Singapore industries to international RFID centres and resources
- Attract global RFID technology leaders to build a vibrant RFID Industry in Singapore



Core Activities

The Centre drives RFID adoption by building a knowledge base of RFID technology, solutions and successful implementation for sharing to shorten the learning cycle, deployment time and address the critical Return on Investment (ROI) issue. In addition, the Centre will become the nerve centre, linking with local and overseas RFID labs and resources as well as participating in international RFID activities and standardisation initiatives.

To generate awareness of RFID benefits, the Centre will organise the following activities:

A. RFID Adoption Activity

- Drive RFID adoption projects in key vertical industries, including Manufacturing, Logistics, Retail, Biomedical and Hospitality, through providing adequate funding and technical expertise.

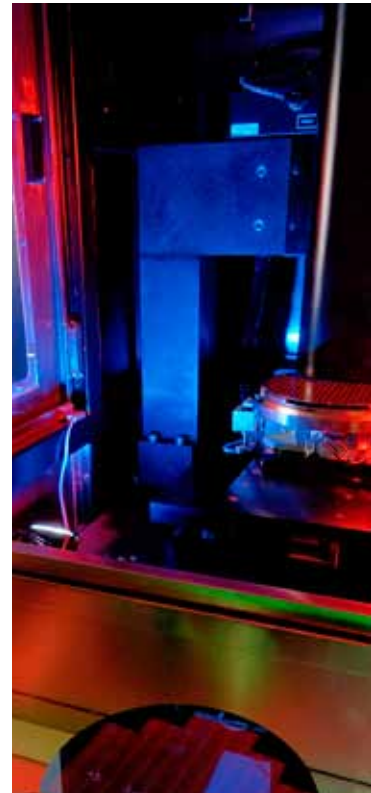
B. Knowledge Transfer Activity

- Conduct comprehensive training leading to a better understanding of RFID science and technology, and adoption.
- Build a knowledge base of robust RFID solution models that can be leveraged upon across industries and different deployments, thus shortening the learning cycle, deployment time and reducing cost.

C. Technology and Solutions Development Activity

- Organise RFID focus interest groups (involving users, technology & solution providers) with linkages to a wide network of local and overseas RFID labs and resources.
- Demonstrate novel RFID technologies and solutions from technology partners and solution providers as well as A*STAR research institutes.

RFID for Cross Industry Cross Border Growth



Collaborative Agencies

The Agency for Science, Technology and Research (A*STAR) is Singapore's national agency for science and technology, providing R&D to industry clusters.

- A*STAR through its commercialisation arm, Exploit Technologies Pte Ltd, aims to drive RFID adoption through technology innovation and development, knowledge transfer and linkage to international RFID resources.

The Economic Development Board (EDB) is Singapore's lead agency responsible for planning and executing strategies to sustain Singapore's position as a compelling global hub for business and investment.

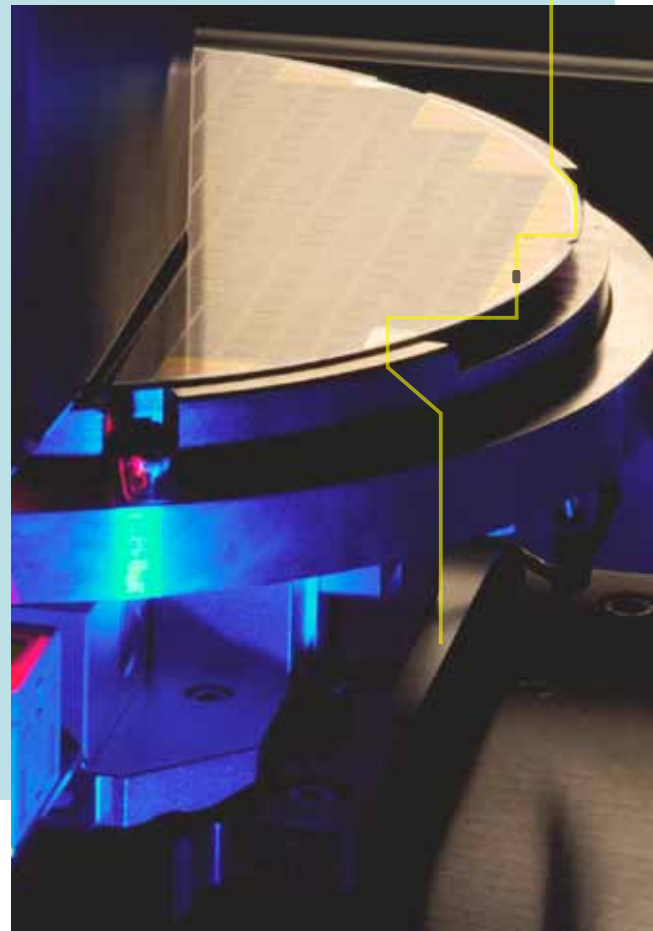
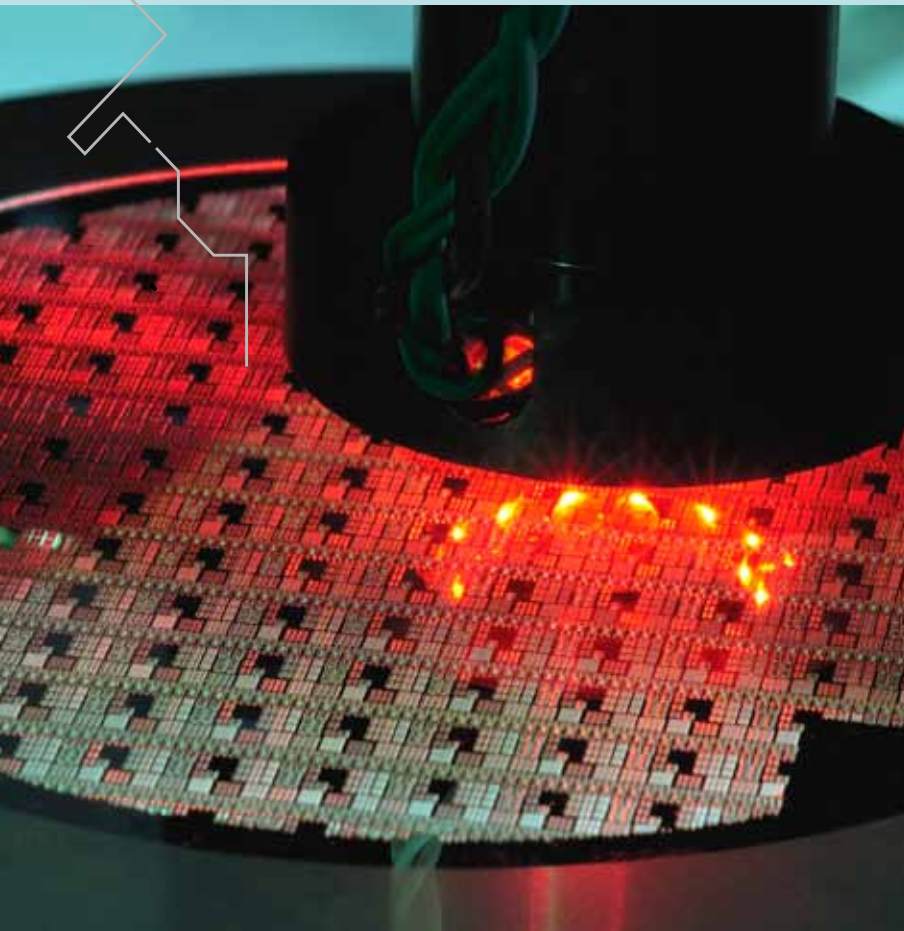
- EDB aims to strengthen the competitiveness of industries in Singapore by attracting and encouraging RFID-led investments and innovations across the technology value chain.

The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing infocommunications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies.

- IDA supports the strategic use of RFID as an enabling technology to improve economic competitiveness and operational efficiency.

SPRING Singapore the Standards, Productivity and Innovation Board enhances the competitiveness of local enterprises for a vibrant Singapore economy. It is the lead agency in helping to grow the retail and food & beverage industries. SPRING also upgrades local industries in key clusters such as precision engineering, logistics and food manufacturing. In its other role as the national standards and conformance body, it drives the development, promotion and adoption of national, international and consortia standards.

- SPRING supports the use of RFID standards and technology as a key enabler in improving the supply chain and productivity of local enterprises.



Benefits of Joining the Centre

Member Benefits

A) Centre's Activities

- Free registration to Centre's organised seminars
- Free admission to technology exhibitions and solution showcases
- Free subscription to Centre's newsletter
- Discount on Centre's organised workshops, conferences and access to RFID implementation site visits
- Ready access to support on RFID adoptions
- Discount on exhibition space rental for technology & solutions
- Discount on advertisement of partners' services
- Early access to RFID solution models
- Eligibility to participate in RFID adoption projects
- Sharing of research materials on RFID solution models

B) Centre's Web Site

- Company logo featured on Centre's website
- Access to member's area
- Company listing on member's directory
- Link from Centre's website to member's site

Spearhead your business with RFID now!

All companies in Singapore are welcome to join the National RFID centre at no membership cost. To join the National RFID Centre, please download the form from our website (www.exploit-rfid.com) and send the completed form to us by fax or email:

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Agency for
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You may also visit our website for latest updates: www.exploit-rfid.com