



# RFID i Danmark Update

May 30th 2013

Henrik B. Granau,  
Founder and Chairman  
RFID i Danmark

# RFID i Danmark ...

- Will follow up on the EU RFID Recommendations from May 2009
- Distribute information from EU RFID activities, incl. 'RFID in Europe' (RACE) network
- Participate in activities within RFID standardisation and regulation at the european level
- Enhance exchange of experiences on all areas related to practical usage of RFID
- Promoting political discussions regarding use of RFID in Public space
- Help to ensure a continuous focus on consumer confidence and acceptance of RFID

The thematic network  
**RFIDiDK** is organizing its third annual  
conference **on May 30th 2013**



# Enhance Competitiveness ?

- Lack of knowledge → information !
- "New immature technology" → information !
- Can't setup the Business Case → help !
- → **Success stories !!!!**

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# Formal membership introduced

During 2012 we introduced;

- 'members' paying 300,- DKK per year
- 'ERFA Group members' paying 1.600,- DKK per quarter

April 9<sup>th</sup> 2013 we had our first General Assembly

- 44 members of the Association, RFID i Danmark

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# The RFID i Danmark Board

At the GA the new Board was elected:

- Henrik B. Granau, Granau IT (Chairman)
- Jens Jørgen Meisner, LEGO
- Arne Burlund, IdealCombi
- Finn Kolling, ESCON
- Arne Rask, Alectia
- Henning Mortensen, DI ITEK
- Sacha Mendez da Silva, GS1 Denmark

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# Everyone is welcome!

”The Network is open for all individuals – private, from companies, organisations and institutions – who has an active interest in the objectives of the network.”

- ‘subscriber’ on newsletters

224

- LinkedIn group ‘RFID i Danmark’

209

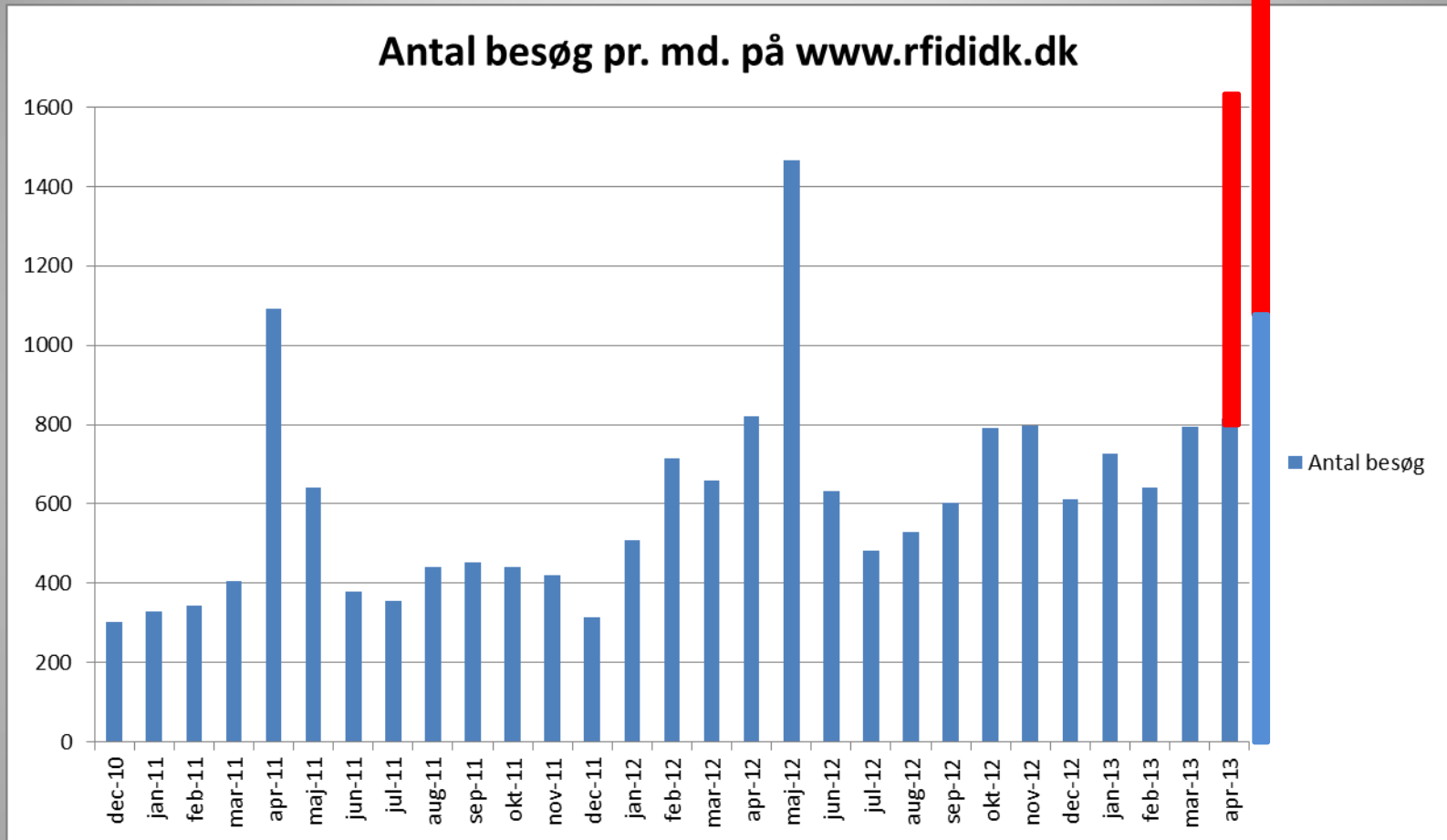
**More than 370 people are ”participating” at the end of 2012 !**

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[www.rfididk.dk](http://www.rfididk.dk) (and [www.rfididk2013.dk](http://www.rfididk2013.dk))



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# 2013/2014 activities ... (?)

- The Annual Conference
- Special Interest Groups (ERFA)
- Some, irregular email newsletters ...
- New website?
- Case database expanded?
- Logo sponsors on website?
- Other?

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# The RFID i Danmark Booth

- At the Booth you can:
  - Sign up as a member of RFID i Danmark for an annual fee of DKK 300,-
  - Learn more about the Special Interest Groups (ERFA)
  - Contribute with your good idears
  - Indicate your interest in Case Database and/or logo sponsor on [www.rfididk.dk](http://www.rfididk.dk)

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