

RFID

JOURNAL

LIVE!



MAY 9-11, 2023 | ORLANDO, FLORIDA

Authenticated Supply Chains and Brand Value Through NFT's, DID's and Web3 Standards



Panel Featuring

- **Scott Austin**
 - Director | Zugang Technology Connections
- **Amir Khoshniyati**
 - General Manager and Vice President, Transponder Business (and Healthcare Task Force Chair, NFC Forum) | Identiv
- **Mark Manning**
 - Founder & CEO | iTRACE Technologies

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It is the policy of the AIM Inc. to conduct its operations in strict compliance with the antitrust laws. No AIM activities shall create even the appearance of a violation of the letter or spirit of the antitrust laws. This policy prohibits any discussion at AIM's meetings of unpublished commercial terms of sales, unannounced product development or unpublished cost and revenue data of a member. It is not appropriate for members to discuss competitive business terms with an intent to explicitly or implicitly form an agreement or understanding which restricts the exercise of independent business judgement, especially with regard to price, selection of customers, and markets in which it competes.

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AIM Collaboration Policy

AIM is proud to be the industry association and worldwide authority on barcode, RFID, RTLS and mobile computing, and is on the cutting edge of development in these areas. Our members have a long history of working together to provide a collaborative global influence on emerging technologies and innovation.

AIM committee meetings are held for the primary purpose of advancements in our industry, which necessarily involves development of work product intended solely for the public domain. AIM has developed this Policy for the protection of its members who engage in this important collaborative effort.

All information shared in this process shall be non-confidential and shared for the common purpose of producing work product for the public domain. No proprietary information, confidential information, or trade secrets should be shared during any AIM meeting. Additionally, information developed during AIM committee meetings should not be shared with others outside of this collaborative process until finalized and formally announced by AIM such as public review or standards documents or finalized issued standards.

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Why is AIM Relevant to You?

AIM is the global authority that links physical, digital and regulatory worlds!

We are the unbiased and trusted global authority for technologies that automate accurate data capture and efficiency.

We provide a vehicle for global standardization adoption and scale.

We link standardized & emerging technologies to work interoperable to suppliers, manufacturers, services providers, and users.

- o We verify compliance and harmonization.
- o We impact digital identification and authentication regulations.
- o We develop standards.
- o We provide guidance and technology insight.

Through this we enable sustainable, efficient, safe, resilient, and accurate data.

Education • *Advocacy* • *Standards* • *Community*



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There's Strength in Numbers

- AIM is an unbiased, global organization
- Network with like-minded individuals
- Influence the industry
- Committees to solve industry issues

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Session Overview

With the acceleration of climate change, sustainable supply chains have become a business priority. Blockchain technology used in conjunction with RFID and other digital markers is emerging as standard practice to validate the carbon footprint, Human Rights compliance and provenance as part of a digital product passport. This panel will cover key global product passport applications aimed at accurately validating and reporting a products ESG (Environmental, Social and Governance) Provenance, supporting optimization and compliance of supply chains, success stories from different industries, and sustainable digital marker capture including RFID, NFC, and barcode technologies within the fast-emerging Web 3 standards framework.



The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.



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Meet The Panel



Scott Austin



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Mark Manning



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Questions or Comments







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