



For Immediate Release

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Businesses to Ride Radio Wave

ERIE, PA (April 19, 2006) – Vendors of both the Department of Defense and Wal-Mart are expected to ship their products with Radio Frequency Identification (RFID) tags by 2007; other major retailers and manufacturers are not far behind. The Center for eBusiness and Advanced Information Technology (eBizITPA) and the RFID Research Center at Penn State Behrend are hosting the *RU Ready for RFID?* Conference from 8:00 a.m. – 4:00 p.m. on May 31, 2006.

Radio Frequency Identification is a method of identifying unique items using radio waves. RFID mandates soon will require everything from clothing to food to pharmaceuticals to be tagged with this identification. These mandates not only will affect large businesses, but have the potential to affect all levels of business supply chains. Frank DeWolf, COO at eBizITPA, predicts, "RFID will soon be a cornerstone of global supply chain management and preparation for the implementation of this technology should begin today."

"This conference is designed to help attendees gain an in-depth understanding of the RFID industry and where it is headed," says DeWolf. "It's a great opportunity to learn the implementation challenges, benefits, and lessons learned from leaders of national companies, as well as the chance to network with national, regional, and local exhibitors of RFID technology," DeWolf continues.

To RSVP for the event, visit <http://www.ebizitpa.org/RFIDConference/> or call eBizITPA at 814-898-6500. Early bird specials are also available to those who register before May 1st.

The Center for eBusiness and Advanced IT is a state-wide Ben Franklin Technology Authority initiative designed to help Pennsylvania businesses and organizations understand and use information technology and e-business tools. It is headquartered in Erie, PA and located on the Internet at www.ebizitpa.org.

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