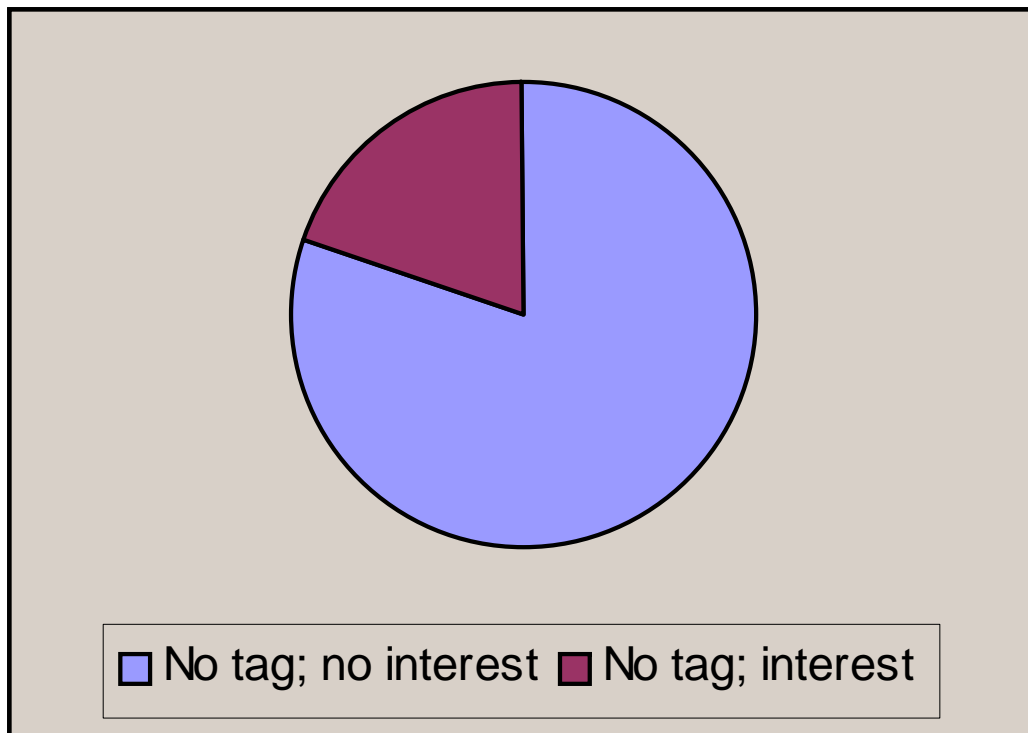


Would Macy's Scan Gimbel's?

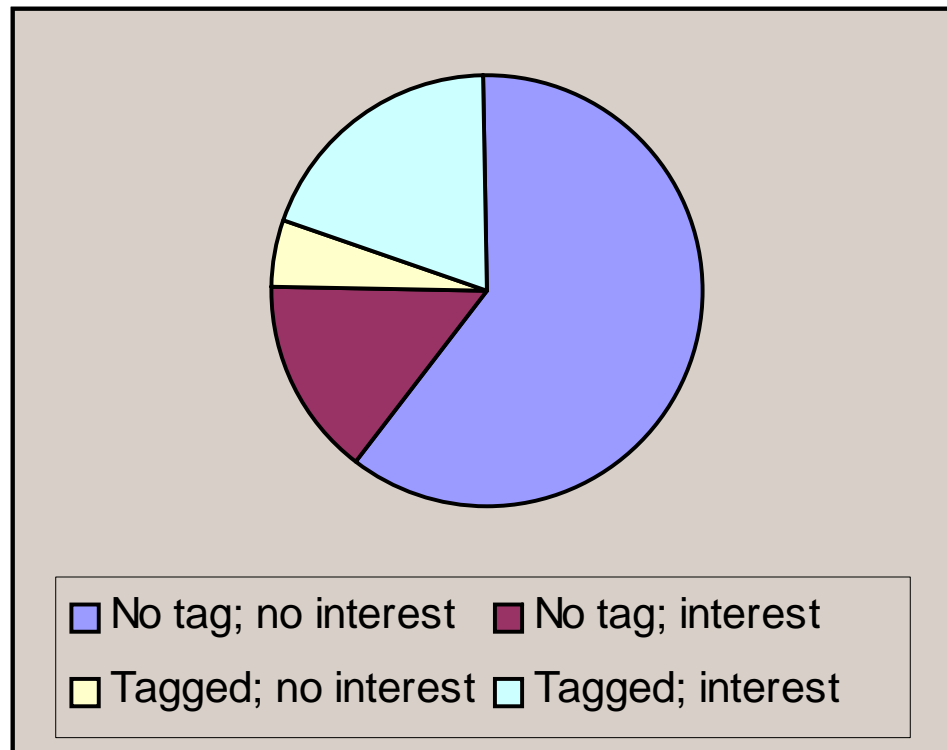
Competitive Intelligence and RFID

Ross Stapleton-Gray, Ph.D., CISSP
Stapleton-Gray & Associates, Inc.

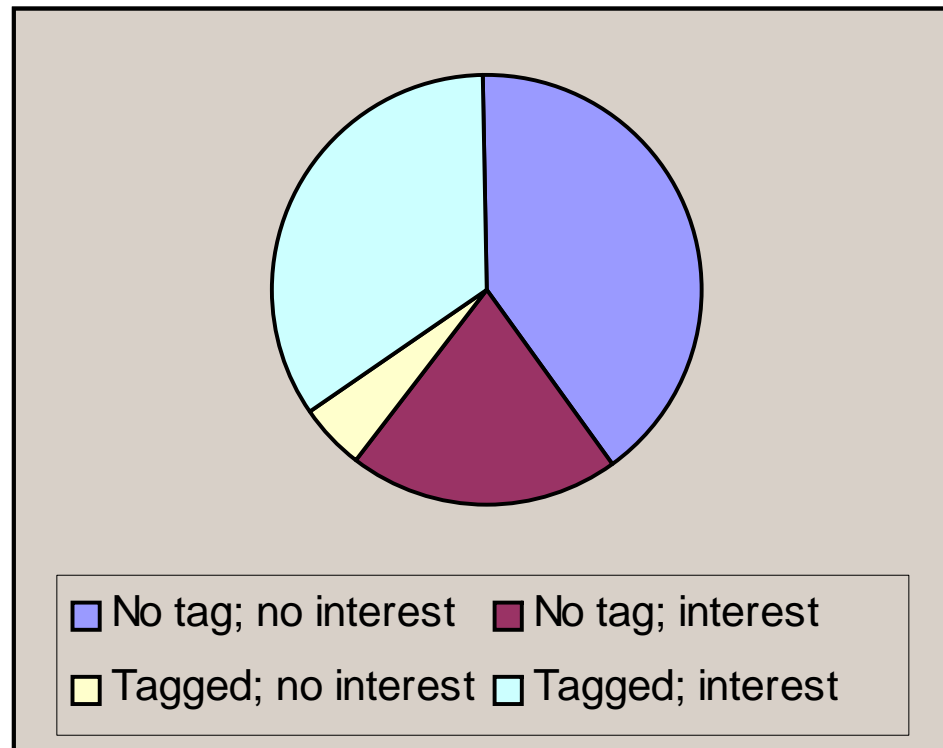
EPC Adoption – Phase 1



EPC Adoption – Phase 2



EPC Adoption – Phase 3



Some Issues

- Item-level tagging... really?
- Killing tags – who'll actually do it?
- Recoding, and other tricks

Look what I see...

“The information economy, between retailer and manufacturer, and with points in between, may prove interesting. While RFID may allow for every product to generate a stream of data points, those data are in the hands of those fielding the readers.”

From “Scanning the Horizon: A Skeptical View of RFIDs on the Shelves,”
Stapleton-Gray & Associates, Inc.

For further thoughts...

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