RFID & IOT
in the Nordics 2023

7 JUNE 2023 AT THE IT UNIVERSITY, COPENHAGEN

CONFERENCE CONTENT:

KEYNOTE PRESENTATIONS

AIDC USE CASES

MACHINE LEARNING ON TINY DEVICES

TRACKING IN HOSPITALS

EXHIBITION WITH DEMOS

KEYNOTE PRESENTATIONS:

MICHELE GALATOLA
The EU Commission
Even organisations not today focused on Supply Chain sustainability and transparency, need to pay attention to this important area in the future.
To answer the WHY question and outlining future demands for Supply Chain sustainability and transparency, we are kicking off our Conference with at presentation from the EU Commission.

MORTEN ELKJÆR
Novo Nordisk
Join us for an informative and inspiring presentation as we delve into Novo Nordisk's forward-thinking approach to supply chain sustainability and transparency. With a focus on patients and the planet, this fast-growing pharma company is setting the bar high for the industry, and leading the way towards a more environmentally-responsible and socially-conscious future.

DANIEL DOMBACH
Strategy Director
Zebra Technologies
This session will look at global and economical situations in logistics and will discuss how AIDC technology, from simple bar code scanners to modern cobots, will help to solve some of the challenges in Supply Chain Management and Warehouse Logistics.

MALCOLM PHILLIPS
Dr Malcolm Phillips
NHS Lothian
The funding gap between healthcare expenditure and demand is a challenge for all healthcare organisations worldwide. Clinical Engineers who work in health institutions are increasingly being called-on to help identify and implement technology solutions to close this shortfall. Device connectivity, MIoT and RFID are a major focus.

RASMUS BERTHELSEN
Owner of 2Ø
PRESENTATION IN DANISH
As the first in Denmark to bring traditional opticians and hearing clinics together under one roof, 2Ø has turned everything upside down to make it as easy to get help with the eyes, as it is with the ears.

CO-ORGANIZERS:

GS1 Denmark

aim DENMARK

ITU

nVIDIA.

AIDC DENMARK
AUTOMATIC IDENTIFICATION AND DATA CAPTURE

RFID & IoT in the Nordics 2023 Conference

Since 2010, our annual Conference has established itself as the leading RFID event in the Nordic countries, and as we over the years have included more and more AIDC technologies including IoT solutions.

Our aim is still, as it was from the very beginning, to learn companies – private as well as public – how they can increase efficiency and competitiveness by implementation of smart wireless identification, automatic data capture, tracking and tracing technologies.

**Main topic this year is
"Supply Chain Sustainability and Transparency"**

In the mornings sessions you can from the keynote presentations learn from international updates and significant user cases.

But you can also learn what you can achieve with AIDC (Automatic Identification and Data Capture) in general, and get all the input you need to get started!

• How do companies gain benefits from AIDC?
• How can AIDC technologies help in sustainability and cirqular economy?

Get a chance to meet visionary first mover companies and experts within the fields of RFID, Smart Identification and IoT – and get hands-on knowledge on how to utilize these technologies in your own products, services and businesses.

Foremost it is a networking opportunity; You will meet key people from companies using AIDC for production, logistics, retail, asset management as well as from AIDC Manufacturers and Solution Providers.

To learn more about current solutions and technologies you have a unique opportunity to explore our Trade show and Exhibition – we are welcoming several new vendors, and you will have a chance to see technologies in action as well!
Hope you will have a great time at the conference!

Henrik B. Granau
Chairman of AIDC Denmark

CO-ORGANIZERS:

GS1 Denmark

aim DENMARK

ITU

nVIDIA

MISSION
Vi fremmer anvendelsen af automatisk identifikation og datafangst i Danmark.

AIDC DENMARKS VISION
Vi sikrer erfaringsudveksling og vidensdeling indenfor automatisk identifikation og datafangst

AGENDA:

08:30	**Arrival, Registration and Coffee**
	Plenum presentations Auditorium 1
09:00	**Welcome and Introduction** by AIDC Denmark and IT University
09:10	**European Sustainable Product Regulation** by Michele Galatola, EU Commission **Novo Nordisk strategy for Supply Chain Sustainability and Transparency** by Morten Elkjær, Novo Nordisk **Global Challenges driving the maturity of AIDC technologies in Supply Chain management** by Daniel Dombach, Zebra Technologies **Introduction to the Exhibition** by AIM Denmark and the Exhibitors
10:45	**Coffee, Exhibition and Networking in Atrium**
11:15	**Experiences implementing RFID tracking use cases in NHS Lothian covering Scotland's capital city region** by Malcolm Phillips, NHS Lothian **New innovative danish AIDC case in Retail - 2Ø** by Rasmus Bertelsen Planck, owner of 2Ø (presentation in danish) **International Technology Update (including highlights from RFID Journal Live 2023)** by AIDC Denmark Board **Introduction to breakout sessions** by AIDC Denmark and Co-Organizers
12:50	Lunch and Exhibition in Atrium

Breakout sessions	**AIDC use cases** Auditorium 1	**Tracking in Hospitals - knowledge sharing** Auditorium 2	**Machine Learning on tiny devices** Auditorium 0
13:50	CAR-pool systems in risk areas and fleet management with advanced alco sensing security by Lucas Åhlström. Sustainable biodegradable RFID labels are opening up for new usages of RFID technology by Pim Van Loosbrook To be confirmed	Face2Face networking with exchange of experience has been challenged the last couple of years – this workshop is a ReBoot! To kick off the discussions, the Workshop will be based upon a number of short presentations with status, overview and significant projects from each of the Nordic countries present.	Tech Tease Workshop organized by IT University and NVIDIA. Small embedded devices are getting better and better in recognizing, classifying and checking objects, everything from production lines to wildlife, from assets in logistics to vehicles and people ...
14:50	**Coffee, Exhibition and Networking in Atrium**		

Breakout sessions	**AIDC use cases** Auditorium 1	**Tracking in Hospitals - knowledge sharing** Auditorium 2	**Machine Learning on tiny devices** Auditorium 0
15:20	To be confirmed To be confirmed To be confirmed	Workshop continued (see above)	Workshop continued (see above)

	Plenum presentations Auditorium 1
16.25	**Wrap-up** by AIDC Denmark
16:40	**Networking in Atrium** with Wine, Beer or Water sponsored by CISPER
	The agenda may be subjected to change.

AIDC DENMARK
AUTOMATIC IDENTIFICATION AND DATA CAPTURE

Keynote presentations in plenum at RFID & IoT in the Nordics 2023

(in English)

KEY-NOTE-1:

European Sustainable Product Regulation (ESPR)

Even organisations not today focused on Supply Chain sustainability and transparency, need to pay attention to this important area in the future. To answer the WHY question and outlining future demands for Supply Chain sustainability and transparency, we are kicking off our Conference with at presentation from the EU Commision.
The EU is putting a lot of effort in the new EU Ecodesign for Sustainable Products Regulation (ESPR) incl. Digital Product Passports, with an increased demand for supply chain sustainability documentation. Learn about future regulation as well as how and when you can expect them to be implemented in your business.
Presented by Michele Galatola, the EU Commission (presentation via video link)

KEY-NOTE 2:

Novo Nordisk strategy for Supply Chain Sustainability and Transparency

Join us for an informative and inspiring presentation as we delve into Novo Nordisk's forward-thinking approach to supply chain sustainability and transparency. With a focus on patients and the planet, this fast-growing pharma company is setting the bar high for the industry, and leading the way towards a more environmentally-responsible and socially-conscious future. Don't miss the chance to learn from the experts themselves and gain valuable insights into how Novo Nordisk work to build a healthier world! Presented by Morten Elkjær, Novo Nordisk

KEY-NOTE 3:

Global Challenges driving the maturity of AIDC technologies in Supply Chain management

This session will look at global and economical situations in logistics and will discuss how AIDC technology, from simple bar code scanners to modern cobots, will help to solve some of the challenges in Supply Chain Management and Warehouse Logistics.

Presented by Daniel Dombach, Strategy Director Transportation, Logistics and Warehousing within the EMEA Strategy Team at Zebra Technologies.

KEY-NOTE 4:

Experiences implementing RFID tracking use cases in NHS Lothian covering Scotland's capital city region. The funding gap between healthcare expenditure and demand is a challenge for all health-care organisations worldwide. Clinical Engineers who work in health institutions are increasingly being called-on to help identify and implement technology solutions to close this shortfall. Device connectivity, MIoT and RFID are a major focus. NHS Lothian provides healthcare to nearly one million people in Edinburgh and the surrounding region. The Health Board is implementing a number of use cases for AIDC and RFID tracking, including: medical equipment tracking and surgical instrument management both using passive RFID, a BLE pilot and a novel approach to preventing MRI projectile incidents. This presentation will discuss these four use cases, highlight the practical challenges encountered when implementing solutions at scale and present some early outcomes of the projects. Presented by Dr Malcolm Phillips, MIET, MIPEM, Head of Clinical Engineering, NHS Lothian.

KEY-NOTE 5:

New innovative danish AIDC case in Retail - 2Ø

As the first in Denmark to bring traditional opticians and hearing clinics together under one roof, 2Ø has turned everything upside down to make it as easy to get help with the eyes, as it is with the ears. A new 100% paper less concept, combining website shop data with a setup for Product Data Display in the physical stores.
Here is a chance to listen to the man behind the idears and how the Customers experience is implemented with RFiD technology, QR codes, 3D-scanned eyeglass frames and earplugs, how data is captured, how customers product selections are analysed, and how loyalty is established with a simple customer program and a second to none service. Presented by Rasmus Bertelsen Planck, owner of 2Ø (presentation in danish)

AIDC use cases:

(in English)

CAR-pool systems in risk areas and fleet management with advanced alco sensing security
by Lucas Åhlström

Sustainable biodegradable RFID labels are opening up for new usages of RFID technology
With increased demand for sustainability and a growing number of new circular business models, we have seen enhanced requirements for eco-friendly RFID technology.
However today eco-friendly RFID technology has been implemented in various applications, including Dairy food and Refill equipment at LIDL UK.

In this presentation you will learn about the achievements in the LIDL UK implementation, and you will be inspired on where the eco-friendly RFID labels could also be used.
Presented by Pim Van Loosbroek.

..... And 4 more user cases to be confirmed shortly

Workshop: Tracking in Hospitals – knowledge sharing

(in English)

Face2Face networking with exchange of experience has been challenged the last couple of years – this workshop is a ReBoot!

Since our annual conference in 2013 we have every year followed up on the progress made in Danish hospitals over the years – both with technical as well as economical angles.

This year we are pleased to have Dr. Malcolm Phillips from Scotland as keynote speaker in plenum.

It is expected that everyone attending the workshop has attended the keynote.can learn a lot from participating. It will be a workshop – and we hope the attendees will be very active in the discussions.

Dr Malcom Phillips will also join us in the workshop, where he would like to discuss a list of topics with representatives from hospitals in the Nordics;

· How do you calculate ROI of implementing an RFID solution for locating medical equipment?

· Can bulk equipment location data be used to optimise hospital operational processes? What data analysis and visualisation techniques are most beneficial?

· What are the GDPR implications of tracking medical devices connected to patients?

· With a fixed mounted RFID reader infrastructure with a combination of ceiling mounted (horizontal) and vertical antennas, what is the optimal mounting location for RFID tags on assets? – or should we be using more than one label?

· A "tagging strategy" for combination of AIDC technologies. Why and how multiple AIDC technologies should be combined to cover a broad spectra of use cases and user types. QR codes, visual ID, RFID, BLE, WIFI, LORA and more could all be relevant to include. How to approach this?

· Traceability granularity – what is good enough and how much investment in infrastructure can be cost justified?

To kick off the discussions, the Workshop will be based upon a number of short presentations with status, overview and significant projects from each of the Nordic countries present.

The Workshop is open for all attendees. Maybe you can contribute with your insights, but for sure you can learn a lot from participating. It will be a workshop – and we hope the attendees will be very active in the discussions.

The workshop is organized by:

Tech Tease Workshop: Machine Learning on Tiny Devices

(in English)

Small embedded devices are getting better and better in recognizing, classifying and checking objects, everything from production lines to wildlife, from assets in logistics to vehicles and people – all without the help of RFID or codes, just aided by computer vision and machine learning, and without the need for big data centers.

IT University's DASYA Lab will give a short intro in the field of embedded machine learning and computer vision, and show some examples – from birds in the air to fish underwater.

NVIDIA will present state-of-the-art technology and some of the most exciting showcases in this field, from airport baggage handling to production lines and traffic.

Lastly, DASYA Lab will talk about putting Machine Learning in Space – the first of the Danish Students' CubeSat Project DISCO satellites has just been launched.

The Workshop is open for all attendees. Maybe you can contribute with your insights, but for sure you can learn a lot from participating. It will be a workshop – and we hope the attendees will be very active in the discussions.
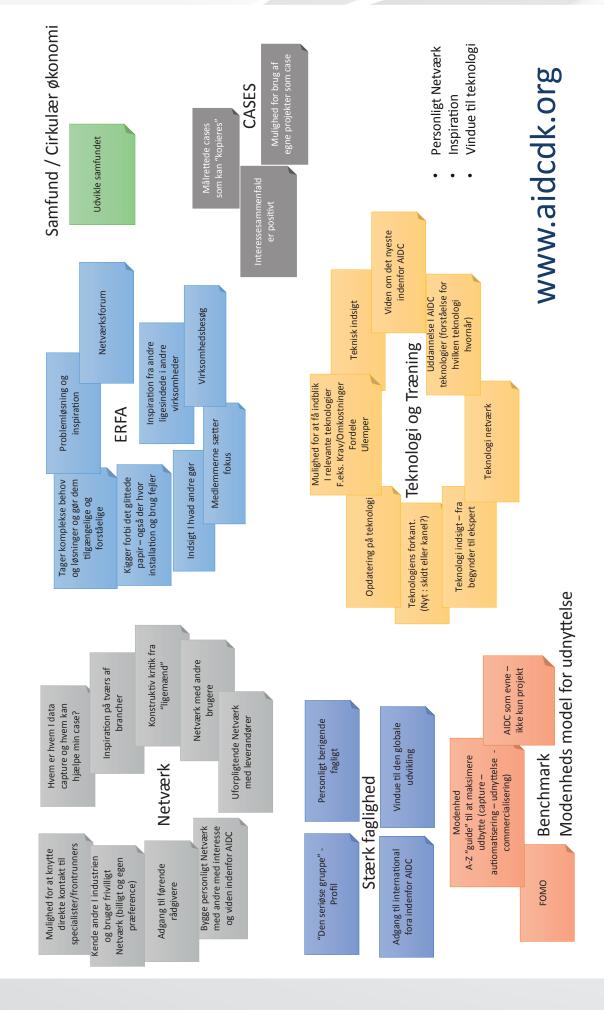
The workshop is organized by:

ITU **nVIDIA.**

HVORFOR VI ER MEDLEMMER I AIDC DENMARK

Samfund / Cirkulær økonomi

Udvikle samfundet

CASES

Mulighed for brug af egne projekter som case

Målrettede cases som kan "kopieres"

Interessesammenfald er positivt

- Personligt Netværk
- Inspiration
- Vindue til teknologi

ERFA

Netværksforum

Problemløsning og inspiration

Tager komplekse behov og løsninger og gør dem tilgængelige og forståelige

Kigger forbi det glittede papir – også der hvor installation og brug fejler

Inspiration fra andre ligesindede i andre virksomheder

Virksomhedsbesøg

Indsigt I hvad andre gør

Medlemmerne sætter fokus

Teknologi og Træning

Viden om det nyeste indenfor AIDC

Teknisk indsigt

Uddannelse I AIDC teknologier (forståelse for hvilken teknologi hvornår)

Mulighed for at få indblik I relevante teknologier
F.eks. Krav/Omkostninger
Fordele
Ulemper

Teknologi netværk

Opdatering på teknologi

Teknologiens forkant.
(Nyt : skidt eller kanel?)

Teknologi indsigt – fra begynder til ekspert

Netværk

Hvem er hvem I data capture og hvem kan hjælpe min case?

Inspiration på tværs af brancher

Konstruktiv kritik fra "ligemænd"

Netværk med andre brugere

Uforpligtende Netværk med leverandører

Mulighed for at knytte direkte kontakt til specialister/frontrunners

Kende andre I industrien og bruger frivilligt Netværk (billigt og egen præference)

Adgang til førende rådgivere

Bygge personligt Netværk med andre med interesse og viden indenfor AIDC

Stærk faglighed

Personligt berigende fagligt

Vindue til den globale udvikling

"Den seriøse gruppe" - Profil

Adgang til international fora indenfor AIDC

Benchmark
Modenheds model for udnyttelse

Modenhed
A-Z "guide" til at maksimere udbytte (capture – automatisering – udnyttelse - commercialisering)

AIDC som evne – ikke kun projekt

FOMO

www.aidcdk.org

13

Bliv medlem og udnyt fordelene

AIDC DENMARK — AUTOMATIC IDENTIFICATION AND DATA CAPTURE

Subscriber 0,00 DKK årligt	Individuelt medlem 300,00 DKK årligt	Individuelt ERFA-medlem 1.800,00 DKK årligt	Virksomheds-medlem 6.400,00 DKK årligt	Leverandør-medlem 9.000,00 DKK årligt
			3.200,00 DKK for små virksomheder*	4.500,00 DKK for små virksomheder*
✓ Nyhedsmails ✓ Deltage i åbne arrangementer	✓ Nyhedsmails ✓ Deltage i åbne arrangementer ✓ Deltage i webinarer ✓ Adgang til cases ✓ Stemmeret på Generalforsamling	✓ Nyhedsmails ✓ Deltage i åbne arrangementer ✓ Deltage i webinarer ✓ Adgang til cases ✓ Stemmeret på Generalforsamling ✓ Deltage i ERFA-grupper ✓ Deltage i virksomhedsbesøg ✓ Deltage i årlig RFID & IoT konference ✓ Årlig netværksmiddag	✓ Nyhedsmails ✓ Deltage i åbne arrangementer ✓ Deltage i webinarer ✓ Adgang til cases ✓ Stemmeret på Generalforsamling ✓ Deltage i ERFA-grupper ✓ Deltage i virksomhedsbesøg ✓ Deltage i årlig RFID & IoT konference ✓ Årlig netværksmiddag ✓ Rådgivning fra sekretariatet	✓ Nyhedsmails ✓ Deltage i åbne arrangementer ✓ Deltage i webinarer ✓ Adgang til cases ✓ Stemmeret på Generalforsamling ✓ Deltage i ERFA-grupper ✓ Deltage i virksomhedsbesøg ✓ Deltage i årlig RFID & IoT konference ✓ Årlig netværksmiddag ✓ Rådgivning fra sekretariatet ✓ Medlemskab af AIM Denmark, AIM Europe og AIM Global ✓ Lead generering ✓ Discount på udstiller-pakke på årlig RFID & IoT konference ✓ Promovering af cases

* Virksomheder med under 10 ansatte kan være med på halvt
  kontingent, men så kan kun 1 person deltage i møder, konference
  og netværksmiddag

- Studerende og deres undervisere kan få gratis medlemskab
- alle beløb er ex. Moms

SPONSORS AND EXHIBITORS:

ZEBRA

TSC PRINTRONIX AUTO ID
PREMIUM SPONSOR

Lyngsoe Systems
PREMIUM SPONSOR

IDENTIV

tecsys

Intensa

KATHREIN

IDservice

Mikkelsen electronics

microSensys
make things wireless

iDTRONIC

npt
Norris Print-Tech

Honeywell

C.iSPER
COME SEE WHAT'S NEXT

GS1 Denmark

Granau IT

aim DENMARK

AIDC DENMARK
AUTOMATIC IDENTIFICATION AND DATA CAPTURE

ITU

NVIDIA

CO-ORGANIZERS:

GS1 Denmark

aim DENMARK

ITU

NVIDIA

AIDC DENMARK
AUTOMATIC IDENTIFICATION AND DATA CAPTURE