



Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

# The Power of Automated Identification: How AIM Impacts Data Capture

October 2023

**Chuck Evanhoe | Chairman of the Board**



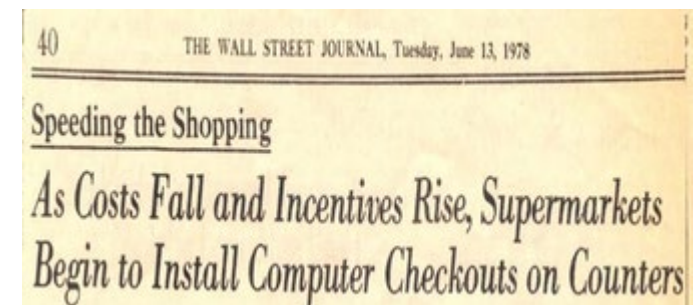
# The History – 1970s



- ❖ AIM started in 1973 as a product section of the Material Handling Association
- ❖ Four (4) Members – Computer Identics, Identicon, 3M, and MEKontrol
- ❖ Code 39 Symbology
- ❖ First UPC scanner unveiled in Troy, Ohio



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# The History – 1980s



- ❖ Code 128 created
- ❖ First hand held scanner and CCD Scanner unveiled.
- ❖ SCAN-TECH launched with shows in the US, Europe, and Asia Pacific
- ❖ AIM became incorporated as a separate trade association from MHI
- ❖ AIM International Formed
- ❖ AIM develops first Symbology Performance Test protocols
- ❖ RFID used in animal identification
- ❖ First industry textbook published – “Reading Between the Lines”





# The History – 1990s



❖ AIM publishes numerous technology standards including:

Data Matrix

MaxiCode

Aztec Code

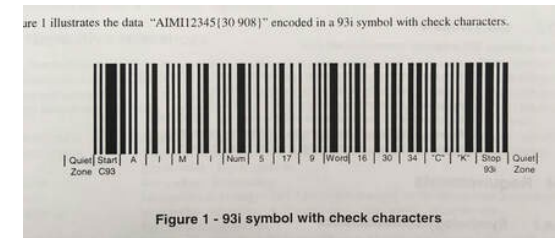
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Code 93i

❖ ISO/IEC JTC1/SC31 formed

❖ AIM Germany was chartered

❖ AIDC100 Formed







# The History – 2000s



The Association of the Automatic Identification and Data Capture Industry



Association for Automatic Identification and Mobility



❖ AIM RFID Experts Group Created

❖ AIM Standards published as ISO Standards

Code 128    PDF 417    Data Matrix    MaxiCode    Aztec Code    DotCode

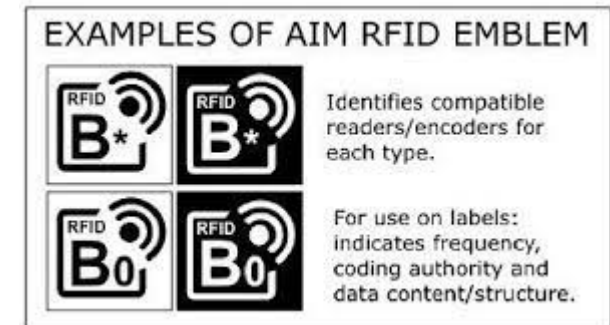
❖ AIM featured on PBS “Spotlight On” illustrating ways RFID is used in everyday life



❖ AIM publishes Datastrip, 2D, Grid Matrix, RFID in Animal Tagging standards

❖ AIM publishes

Label Guidance for Mil Std 129	RFID and Privacy primer	RFID Emblem
Quality Guidelines for Tire RFID	RFID-Guidelines on Data Access Security	
RFID and Animal Tagging	RFID and Consumer Privacy Statement	



❖ RFID Connections launched

❖ AIM hosts RFID Summits in US and Europe and US Senate RFID Caucus on RFID & Counterfeiting

❖ AIM North America was established



# The History – 2010s



The Association of the Automatic Identification and Data Capture Industry



Association for Automatic Identification and Mobility



- ❖ AIM leads Congressional panel on “IoT: Bolstering U.S. Competitiveness and National Security”
- ❖ AIM Partners with GA Tech and MET Labs to develop test protocols for RFID in Healthcare Settings
- ❖ AIM appointed Registration Authority to four (4) ISO Standards
- ❖ AIM publishes
  - Fork Truck-Mounted RFID Readers      RFID Employed in Hazardous Locations
  - Han Xin Code      Guidance on Data Content & Structure in Passive Tags
  - Medical Electrical Equipment & System Electromagnetic Immunity Test for Exposure to RFID Readers
- ❖ AIM forms RAIN RFID Alliance, AIM Asia, and AIM Japan
- ❖ AIM Europe publishes guidance for RFID near railways
- ❖ AIM and GS1 introduces Technical Specification Application Identifier (8009) with Sensor Descriptor Attribute 01
- ❖ AIM Europe Hosts Summit with International RFID Congress and Wireless IoT Tomorrow
- ❖ AIM, RAIN Alliance, and NFC Forum Host First Connections Summit





# The History – 2020s



The Association of the Automatic Identification  
and Data Capture Industry



Association for Automatic  
Identification and Mobility



- ❖ AIM publishes Industry Direction Report
- ❖ New Outlook & Predictions Commentaries
- ❖ AIM Webinar Series
- ❖ Hear & Know Podcasts Series
- ❖ Solutions Showcase to spotlight member products and solutions
- ❖ AIM and RAIN Alliance host Engage Again virtual events
- ❖ AIM India and AIM Korea formed
- ❖ Establishes partnerships with NFC Forum, Reusable Packaging Association (RPA), National Retail Federation (NRF), Retail Solution Providers Association (RSPA), Retail Value Chain Federation (RVCF) and The Axia Institute
- ❖ First AIM Asia conference and exposition held – AIDC Connect Asia
- ❖ VerifyReg launched



# Worldwide Celebrations

## **North America | 9 – 11 May 2023 | Orlando, FL USA**

The AIM North America chapter hosted a Partnership Breakfast at RFID Journal LIVE! in addition to more than a dozen member-lead panel discussions.

## **Asia Pacific | 10 - 12 October 2023 | Singapore**

AIM Asia chapters, IoT Association of Hong Kong, and the China Airlines Association came together for a three-day event filled with educational sessions, exposition, and networking events.

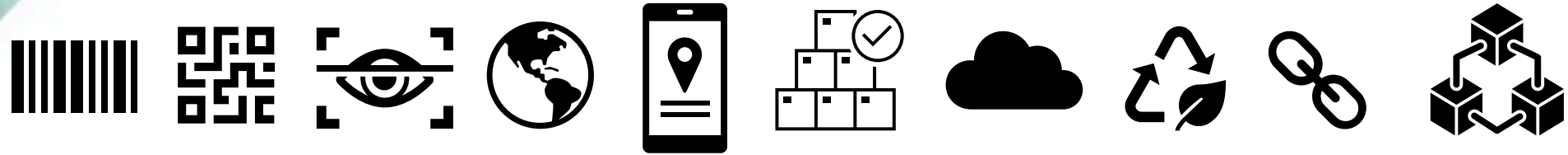
## **Europe | 16 - 19 October 2023 | Wiesbaden, Germany**

The AIM Summit is held in conjunction with Wireless IoT Tomorrow in Wiesbaden Germany. A welcome reception, ½ day education event, and networking dinner are planned along with a celebration toast during the Wireless IoT Tomorrow reception.





# The Future of AIM Innovations

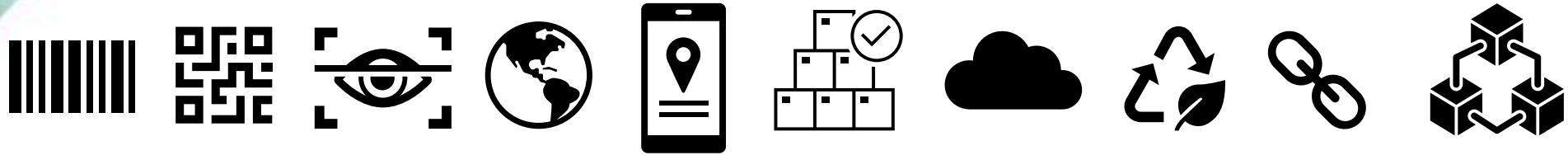


## VISION

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



# The Future of AIM Innovations

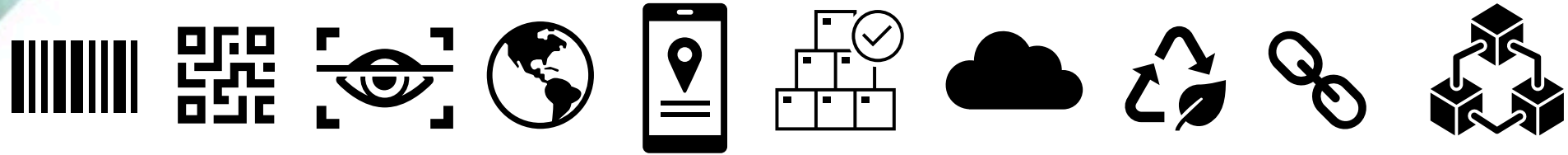


## MISSION

- ❖ We are the unbiased and trusted global authority for technologies that provide 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.



# The Future of AIM Innovations



## AIM's Four Pillars

The global authority that links physical, digital and regulatory worlds!

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

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

# Questions & Comments





Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.

**THANK YOU!**

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