

# Objective 2007.1.3. INFO DAY

Networked Enterprise and Radio  
Frequency Identification" Unit

Brussels, 9 February 2007



# Proactive RFID in Cold-Chain Traceability

- Research domain: goods Supply Chain and Transport & logistics
- Idea description
  - A “Proactive” approach to cold-chain traceability. Based on RFID tags and GRPS/UMTS communications, potential damage can be detected before it occurs, and actions can be taken to avoid spoiling of goods at any node along the supply chain
- Expected impact
  - New, “proactive” approach to cold-chain traceability will make investment in RFID technology more appealing to potential customers
  - Low costs system will assure widespread acceptability
  - Cold-Chain control will improve the quality of goods available to consumers



# Proactive RFID in Cold-Chain Traceability

- Consortium description
  - INMARK (Co-ordinator)
  - EasyTech (Software Development)
  - Fraunhofer – IITB (Hardware Development)
  - EMF - European multimedia Forum (Networking & Dissemination)
  - AECOC (European Standardisation body)
  - Industrial Partners (t.b.d)



## Future steps

- Complete the Consortium with industrial partners, covering the whole supply chain:
  - Producers
  - Logistics operators
  - Transportation
  - Supermarkets chain



## Contact details

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