



MEDIA ALERT

FOR IMMEDIATE RELEASE

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AIM North America to Host Event

"Budget Cuts, Counterfeiting, and Barcodes" on Capitol Hill

Cranberry Township, Pa. – May 22, 2012 – The UID Supplier Alliance, a committee directed by AIM North America (NA), is sponsoring an event titled **Budget Cuts, Counterfeiting, and Barcodes** on June 19 in Washington, DC. The event will feature former and current senior Department of Defense (DoD) officials and business leaders. They will discuss barcodes – Item Unique Identification – and how the technology is being used to reduce costs, improve management, increase readiness, and combat counterfeiting. They will also discuss how the use of the technology can be further expanded.

DoD's Item Unique Identification (IUID) policy was designed to provide individual identification of assets in a way that is globally unique and ensures data integrity and quality throughout an item's life. The event will touch on recent reports and investigations by DoD and GAO.

The event will be led by Peter Collins, President, *A2B Tracking Solutions*, and moderated by Lt. Col. (Ret) Greg Redick, President, *Potomac Redan Associates*. Members of Congress, Congressional staff, Department of Defense officials, and industry leaders will be in attendance. The event will include a panel discussion and technology demonstrations.

WHO: **Honorable Michael Wynne**, Former Secretary of the Air Force and former Principal Deputy Under Secretary of Defense for Acquisition, Technology and Logistics
Mr. Paul Peters, Deputy Assistant Secretary of Defense, Supply Chain Integration, OUSD(AT&L)/L&MR,
Col Jack Wayman, Director, Integration Improvement Initiatives Office of the Deputy Chief of Staff G-8, Programs Headquarters, *Department of the Army*
Mr. Lou Kratz, Vice President, Logistics and Sustainment, *Lockheed Martin Corp.*
Mr. Chuck Evanhoe, Board, *AIM North America*

Guest Speaker: **US Senator Sheldon Whitehouse**

WHAT: Panel Discussion and Use Case Scenarios (*Light refreshments will be served*)

WHEN: Tuesday, June 19, 2012 from 11 am – 1 pm

WHERE: Dirksen Senate Office Building, Room: G50, Washington, DC

RSVP: Visit <http://www.surveymonkey.com/s/QFXGNVZ>.

About the USA Committee

The UID Supplier Alliance (USA) is a committee within AIM North America dedicated to raising the awareness and adoption of the UID Policy within the DoD agencies and DoD contractors, and includes leading providers of UID and other automatic identification and data capture (AIDC) solutions. Collectively these organizations have implemented hundreds of successful UID marking and data management systems, and have demonstrated how the systems benefit maintenance, inventory, production and traceability operations for the military and contractors alike.

The USA Committee is currently comprised of:

A2B Tracking Solutions	Elder Mountain
Evanhoe & Associates, Inc.	Express, Inc.
FLEXcon	Horizons Incorporated
ID Integration, Inc	MetalCraft Inc.
Monode Pryor Traceability, LLC	Potomac Redan Associates LLC
SAVI	Seagull Scientific, Inc.
Technology Solutions	The Clarion Group
The Danby Group, LLP	UID Journal
Woelco Labeling	Zebra Technologies

If your company would like to get involved in ongoing advocacy work on behalf of UID adoption, please contact the AIM North America office at + 724 742 4473 or by email info@aim-na.org.

About AIM North America

AIM North America is the industry trade association that represents the Automatic Identification and Mobility industry in the US, Canada and Mexico. AIM North America provides education, news and information, legislative affairs, and marketing resources to grow the businesses of the industry's resellers, systems integrators, solutions providers, manufacturers, and distributors. AIM North America is a chapter of AIM, Inc., the worldwide authority on automatic identification and mobility for nearly 40 years.

For more information, contact the AIM North America office at 20399 Route 19 North, Suite 203, Cranberry Twp., PA 16066, telephone +1 724 742 4473, fax +1 724 742 4476, or visit www.aim-na.org or www.aim-na.org/UID.php.

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