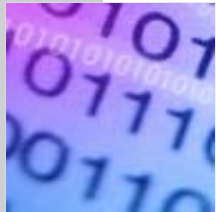


**EPCglobal**  
[www.epcglobalinc.org](http://www.epcglobalinc.org)

**Federal Trade Commission**  
**RFID Workshop**  
June 21, 2004

Elizabeth Board  
Executive Director  
Public Policy Steering Committee





# EPCglobal

- Joint venture of the Uniform Code Council (UCC) and EAN International
  - Formed November 2003
- Taking the Electronic Product Code (EPC) from its development at the MIT Auto-ID Center to the global marketplace
- Mission is to create global standards for the EPCglobal Network
  - Next generation bar code



# UCC and EAN International

- 30 years of experience developing and managing business to business standards
  - the U.P.C. (bar code) standards
  - Electronic Data Interchange (EDI) information flow
- Global organization representing more than 100 countries
- Bar code standards used by more than one million members
  - 10 billion bar codes scanned daily worldwide



# VISION

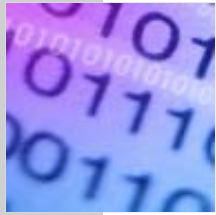
- Efficient global commerce for the ultimate benefit of the consumer



# The EPCglobal Community

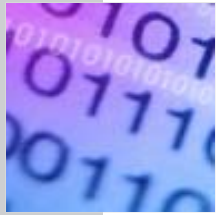
(partial list)





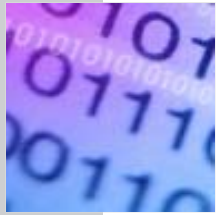
# Principles and Beliefs

- Not for profit
- Neutral
  - Represent manufacturers, retailers and solution providers
- Standards driven
- Global perspective
- Open and inclusive
- User driven and governed
- Serving all companies
  - From large multinationals to small business
  - Every business sector



# Today

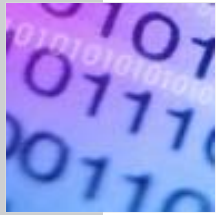
- EPC offers many benefits to the consumer and business
- But, today, we are in the infancy of the standards and systems development
- Focused on supply chain (back of store) advantages
  - Fewer out of stock items
  - Just in time inventories



# Tomorrow: A Future of Many Possibilities

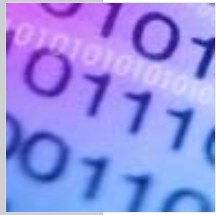
- EPC can evolve to offer benefits beyond the supply chain to the consumer with technology supporting
  - Safer prescription medicine
  - Fewer counterfeit drugs
  - Safer food supply
  - Less out-of-date food on market shelf
  - Faster, simpler product recalls
  - Faster warranty registration
  - Faster receipt-free returns





# A future of possibilities

- But we can't get to that future of life-enhancing benefits unless the consumer is comfortable

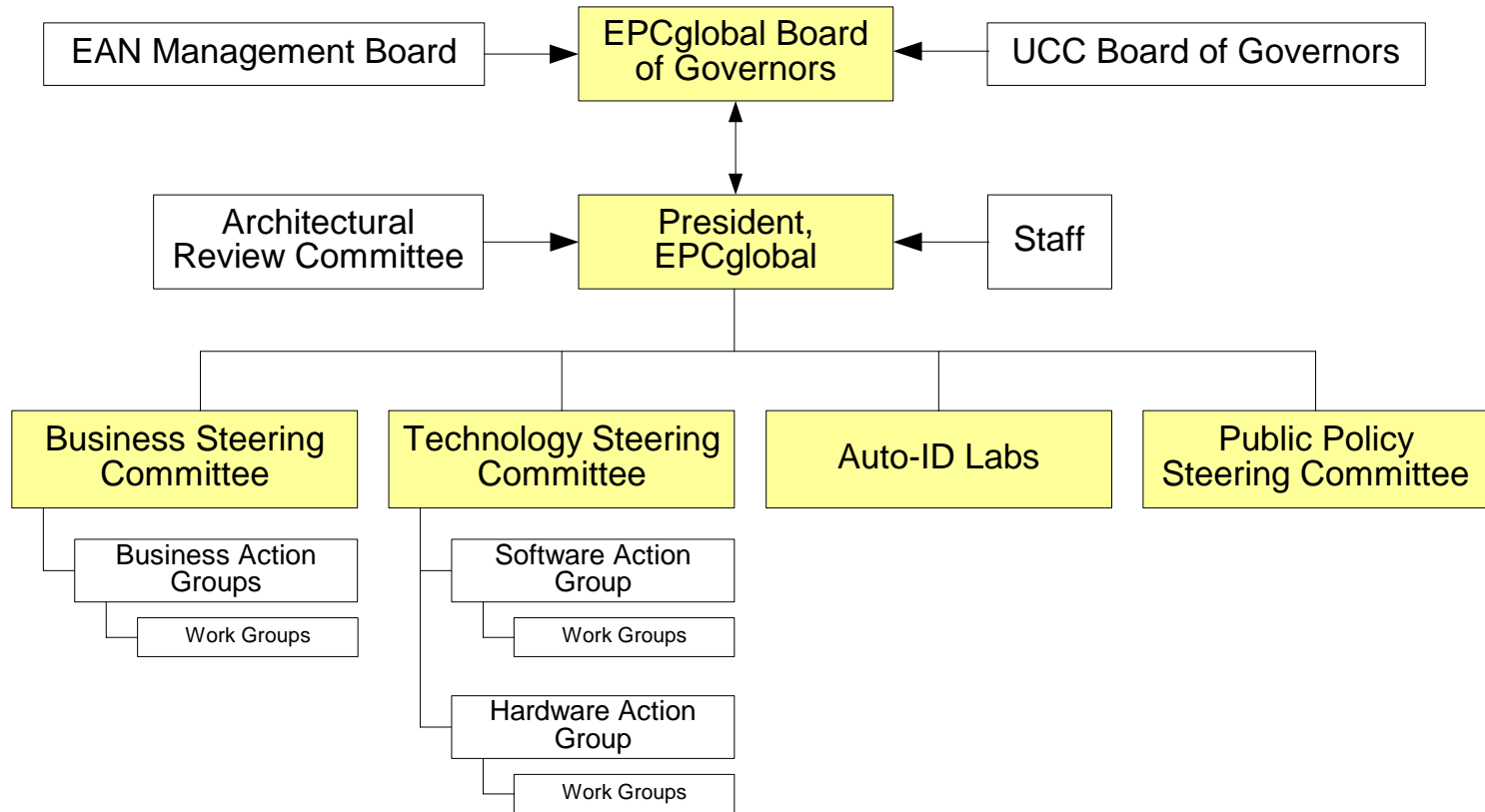


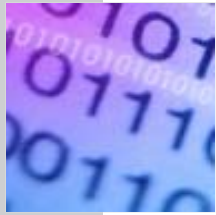
# Public Policy Guidelines

- First developed at MIT Auto ID Center
  - Input from consumers and privacy experts
- Managed by EPCglobal Public Policy Steering Committee



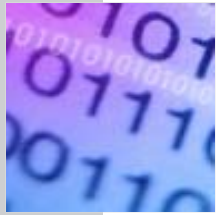
# EPCglobal Standards Development





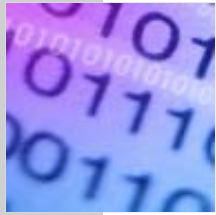
# Public Policy Guidelines

- Consumer **Notice**
- Consumer **Choice**
- Consumer **Education**
- Record Use, Retention and Security



# Public Policy Guidelines

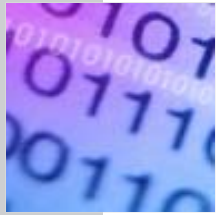
- EPCglobal subscribers agree to adopt these guidelines
- Guidelines are being used today in the consumer test phase



# Consumer Notification



To improve product availability for consumers, packaging contains an Electronic Product Code. Upon purchase, the EPC tag can be discarded. <http://www.EPCglobalinc.org>



# Public Policy Guidelines

- Guidelines will evolve over time
  - Guidelines part of a classic technology launch: develop, launch, learn, refine, and improve over time
  - Will continue to participate in public dialogue and listen to consumers as we responsibly develop and deploy EPC technology



# Conclusion

- EPCglobal is a neutral, non-profit organization driving efficiency in the global supply chain
- Members follow Public Policy Guidelines for responsible use of EPC technology in supply chain management
- EPC is in the early stage of development and urban myths can stifle innovation
- EPCglobal looks forward to continued public dialogue as we work on creating new benefits for consumers and industry