

Incheon RFID/USN International Conference

Jul. 7(Wed)~Jul. 9(Fri)

Songdo Convensia, Incheon, Korea



Organized by



Incheon Metropolitan City ( ifez)

Managed by



Korea Association of
RFID/USN

RFID/USN Incheon International Conference!!

Welcome to the latest in technology/standardization, major countries development policies and the successful case study of RFID/USN(WSN) which is the core IT technology of convergence-integration and green.

Experience the present and future of RFID/USN in the Compact, Smart and Green city of Incheon, Korea.

Overview

- **Period** : Jul. 7(Wed)~Jul. 8(Thu) (2days)
- **Venue** : Songdo Convensia, Incheon, Korea
- **Scale** : - Lecturers : Speeches by 50 RFID/USN experts in the field of business, academia and government
- Participants : Approx. 10 countries, 800 participants

Additional Program

[A Special Event for Foreign Participants]

1. **u-IT Tour** - Content : Visit the u-city vision center (Tomorrow City), RFID/USN application fields and production sites, etc.
- Target : Overseas participants in conferences, correspondents, etc.

2. **Demonstration of RFID/USN Products & Services**

3. **Welcome Reception, etc.**

Conference Features

1. One of the largest RFID/USN International Conferences in the Asia-Pacific region with a large number of RFID/USN experts from major countries attending.
- Expect 50 lectures from experts and 1,000 attendees from the RFID/USN industry
2. International Conference held in the futuristic high-tech Songdo-city that is Compact, Smart and Green.
- Experience the RFID/USN-based futuristic high-tech U-city (Tomorrow City, etc.)
3. u-IT Tour program for overseas attendees
- Experience the up-to-date RFID/USN industry field and production line
4. Opportunity for Business networking
- RFID/USN products demonstration(New products(H/W, S/W), Service)



Conference Program

● 1st Day (Jul. 7(Wed))

Session	Subject
Session 1 [10:00 ~ 12:00]	Keynote Speech - RFID/USN Vision, Mega Trend, Technology Development, Business Strategy
Session 2 [13:00~15:00]	National RFID/USN Development Policy - R&D, Public case study(Defence, Administration, etc), Fundamental Development Business, etc. - Korea, China(Beijing, Shanghai, HongKong), Japan, USA, etc.
Session 3 [15:30~17:30]	RFID/USN Industry, Technology, Standardization Trend - RFID Global market prospects (Market scale, Application Distribution) - Latest RFID Technology (Mobile RFID, Printed RFID) - Latest USN Technology (Algorithms, Energy harvesting, Deployment) - RFID/USN Standardization trends and major issues

● 2nd Day (Jul. 8(Thu))

Session	Track 1.	Track 2.	Track 3.
	RFID	USN	u-City & u-IT Convergence Solution
Session 1	Successful Case Study of RFID Massive RFID planned introduction -Motor Car, Clothing, Pharmaceutical,	Successful Case Study of USN Massive USN planned introduction -Environment, Disaster	u-City planning of international major cities
Session 2	Introduction of solutions based on RFID case study ※ Linked with Demonstration	Introduction of solutions based on USN case study ※ Linked with Demonstration	u-City & u-IT Convergence Solution - u-Logistics, Smart Office

What is USN?

Ubiquitous

Tags and sensors attached on everything, everywhere

Sensor

Perceive/Save/Process/Deliver object and surrounding information to sensors.

Network

Network, widely practical uses for every-day life

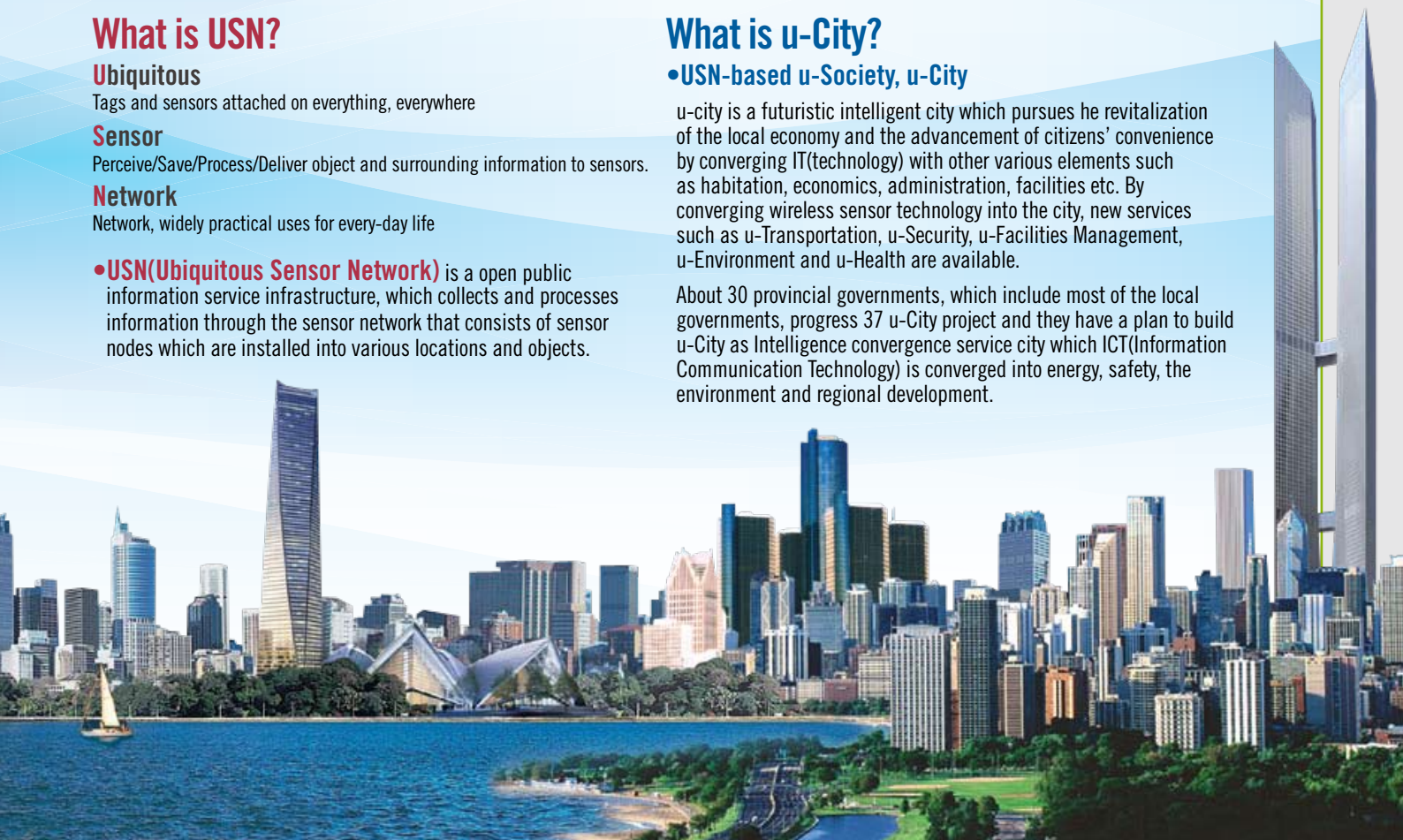
- **USN(Ubiquitous Sensor Network)** is a open public information service infrastructure, which collects and processes information through the sensor network that consists of sensor nodes which are installed into various locations and objects.

What is u-City?

●USN-based u-Society, u-City

u-city is a futuristic intelligent city which pursues the revitalization of the local economy and the advancement of citizens' convenience by converging IT(technology) with other various elements such as habitation, economics, administration, facilities etc. By converging wireless sensor technology into the city, new services such as u-Transportation, u-Security, u-Facilities Management, u-Environment and u-Health are available.

About 30 provincial governments, which include most of the local governments, progress 37 u-City project and they have a plan to build u-City as Intelligence convergence service city which ICT(Information Communication Technology) is converged into energy, safety, the environment and regional development.



Incheon Free Economic Zone(IFEZ)

[Compact City, Smart City and Green City]

One of the three development strategies of IFEZ, “**Compact City**” means that it is designed with the concept of having the work place at a close distance from the home. Also, to have all the necessary daily commodities live markets and schools at hand’s reach.

It is a “**Smart City**” in that it has a cutting-edge information-communication system which applies to the whole city, computer intelligence and IT technology in both business and daily life.

Also, as the most model **Green City**, all of Songdo international business complex has eco-friendly certification, Leadership in Energy Efficiency Neighborhood Development(LEED), from the prestigious United States Green Building council.

Songdo has been aiming to construct an eco-friendly future. All facilities such as telecommunications, cable, the water supply and the drainage pipes are underground.

The development of IFEZ as a futuristic high-tech city will be the greatest project in the history of Korea.



Songdo International City



Incheon Grand Bridge



Sondo Convensia



Korea Association of
RFID/USN

KARUS (Korea Association of RFID/USN) was established in February 2004 with the early objective of realizing a ubiquitous network society. We are now, unfolding various plans for RFID and USN(Ubiquitous Sensor Network) to be efficiently developed from the industrial, as well as economic and technological, point of view with about 250 members including RFID H/W manufacturers, middleware providers, research centers and etc. If you want to cooperate with Korean companies, **KARUS** is the gate. Knock on our door and you will be welcomed.

KOREA RFID/USN Technology
The New Frontier in Connectivity

For further inquires, please contact Korea Association of RFID/USN

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