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### or visit our homepages:

[www.AIM-D.de](http://www.AIM-D.de), [www.aimglobal.org](http://www.aimglobal.org)

2018

# Basic Information

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**Advancing  
Identification  
Matters.**

GERMANY • AUSTRIA • SWITZERLAND

The global industrial association for AutoID systems:

- ◆ Barcode, 2D Code, RFID, NFC, RTLS and Sensor Technology
- ◆ Scanners, Cameras and Mobile Terminals
- ◆ Printing and Marking Systems
- ◆ Systems Integration, Software and Training
- ◆ Internet of Things and Industry 4.0 Support

## AIM-D e.V. Germany – Austria – Switzerland

AIM is the leading industrial association and worldwide authority for automatic identification and data capture technologies (AutoID / AIDC) and solutions as well as for mobile IT systems, serving members around the globe as a trusted resource for more than 40 years. AIM is the leading authority on

### Barcode, 2D Code, RFID, NFC, RTLS, Sensor Technologies and Enterprise Mobile Computing

AIM actively supports the development of standards through its own Technical Symbolology Committee (TSC), Global Standards Advisory Groups, the US and European RFID Experts Groups (REG / EREG) and the IoT Experts Group. Furthermore, AIM experts participate at working groups at standardisation organisations like ISO, ANSI, CEN, CENELEC, ETSI and DIN. AIM comprises over 700 members in 43 countries around the world. AIM-D is an European AIM chapter representing almost 120 members in Austria, Germany and Switzerland including more than 20 associated partners among universities, research institutes and other associations. Our most important goal is to facilitate the market success of our members. It will follow a short overview about our activities:

#### 1. Biannual members' meetings

One of the AIM targets is to foster a networking platform for technology and market experts in order to exchange experiences and build co-operations. For this purpose we organise bi-annual members' meetings in springtime and autumn and dedicate them to special topics.

#### 2. Political activities

We keep close contacts to political entities like the German Ministry of Economics and Technology in Berlin and the European Commission in Brussels. In Germany, we are taking a lot of actions to demonstrate the key role of the AutoID technologies for the implementation of Industry 4.0 (I40), which attracts a lot of research efforts and is regarded as an implementation of the Internet of Things (IoT).

#### 3. Joint AIM pavilion on trade fairs

We set up joint fair booths accompanied by strong media activities, thus insuring high visibility for AIM members and saving them substantial cost and effort. We show up at trade fairs like e.g. LogiMAT in Stuttgart or FachPack in Nürnberg. On numerous fairs we allocate speakers. We are ready to visit further fairs based on our members' requirements.

#### 4. Tracking & Tracing Theatre (T&TT)

This is our highly recognised live scenario demonstrating AutoID technologies in practice. It is presented e.g. at LogiMAT supported by a group of about 10 companies whose products and services are incorporated into the show. The T&TT is an

exciting attraction for fair visitors and generates numerous articles and reports in the media. It also demonstrates how various providers work together and which solutions have been achieved by publicly funded research projects, e.g. RAN (RFID-based Automotive Network) or smaRTI (Smart Reusable Transport Items). The T&TT tries to be innovative year by year – thus Smart Logistics, Industry 4.0 and IoT will be a major focus in 2018.

#### 5. Presentations on conferences

We present AIM and its members' experts at numerous seminars and conferences: with expert lectures, logo partnerships and on panel discussions. In many cases we can offer reduced entrance fees for our members.

#### 6. International co-operations

The annual AIM Summit (2018 in California – together with the NFC Forum and RAIN RFID) is the primary event to meet AutoID experts from all over the world, share experiences and market perspectives with them and pursue global networking activities. Further international meetings foster the Global and European AIM network.

#### 7. National and international working groups

Our working groups cover areas like ORM and Data Structures (Optical Readable Media like Barcode, 2D Code, OCR), RFID, NFC, RTLS, SI (Systems Integration) and AutoID & (IT-) Security. The European RFID Experts Group EREG keeps close contacts with the US REG.

#### 8. Comprehensive media activities

We provide press releases, expert articles, quotations and pictures of our members' autoID products – and the bi-annual market development review on the AutoID industry sector.

#### 9. AIM White Papers

We have published several White Papers in the past as e.g. on NFC, RTLS and the OPC UA Companion Specification on AutoID devices. The NFC version and the OPC UA Comp. Spec. are also available in English. Such publications provide information for AIM members and are also available for external experts on request.

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