



Auto-ID:

Motivation and Center Overview

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AUTO-ID CENTRE MOTIVATION

- Mission
 - Re-think the role and implementation of the barcode
 - Change the world by merging bits and atoms
- What do you need to do this?
 - Some way of automatic, reliable transfer and update of information based on physical operations
 - One single system for the whole supply chain
- Key functions of the Centre
 - Bring together appropriate technologies
 - Bring together interested parties
 - Generate open standards
 - Drive adoption



AUTO-ID CENTRE

- Begun in October 1999
- Headquarters at MIT, EU base at Cambridge
- Six research labs –USA, UK, Australia, Switzerland, Japan, China
- Variety of roles
 - Research – short-term and long-term
 - Specification and implementation
 - Collaboration with industry
 - Administration and communication
- Driven by industrial sponsors
 - End-users
 - Technology vendors
 - (Management consultants)



AUTO ID CENTER @ CAMBRIDGE

- Auto-ID Centre embedded within Institute for Manufacturing
- Preexisting links with MIT in industrial control
- Established 2001 within the Institute for Manufacturing (Part of Engineering Department)
- Dual Research / Practice Role
- Research Focus in control & management of systems driven by auto id data
- 2 staff members, business director, 5 senior researchers, 2 support staff, 3 phd students



SOME OF THE AUTO-ID SPONSORS

- Gillette
- Wal-Mart
- P&G
- Unilever
- Kraft
- Philip Morris
- Nestle
- Best Buy
- Target
- Tesco
- Home Depot
- CVS
- Sun
- Philips
- Intel
- ST Micro
- Canon
- Alien
- BT
- NTT
- Metro
- Mitsui
- Pfizer
- Sara Lee
- USPS
- UPS
- DoD
- UCC/EAN
- Accenture
- IBM
- Coca-Cola
- Pepsi
- Kodak
- NCR
- SAP
- Symbol



TOWARDS ROLL OUT

- Field Trials
- Business Case Studies › 20
- Information System Integration Cases
- Gillette order for 500 million tags 12/02



FIELD TRIALS

- Launched 10/1/2001, Tulsa, Oklahoma
- Walmart (Sams Club) – P&G, Gillette, Unilever, Coca Cola, Pepsi, Kimberley Clark
- 3 Phased Testing
 - Phase 1 – Pallet Level
 - Phase 2 – Case Level
 - Phase 3 – Item Level
- trials in Japan and in Europe in 2003



FUTURE OF THE AUTO-ID CENTRE

- Symposium in September 2003
- Research will be transferred to Auto-ID Center Inc.
 - Not-for-profit organisation
 - Wholly owned and run by UCC/EAN
 - Industrial membership and EPC licensing
 - Certification and interoperability testing
- Continued university funding for general research
- Plus special interest groups
 - Voluntary membership supports additional research