



Serving RFID End Users Around the Globe™

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**JOIN US FOR
OUR ORGANIZATIONAL MEETING
ON TUESDAY FEB. 10, 2009 NOON
AT THE TMC REGISTRATION DESK**



MISSION STATEMENT

*RTC is an educational, non-profit, vendor neutral, technology agnostic, global organization.
www.rfidintires.org (UNDER DEVELOPMENT)*

"The mission of the RFID IN TIRES CONSORTIUM™ (RTC) is to provide scientific and educational material and support to the tire, manufacturing, supply chain, trucking and OTR industries, relating to RFID, data collection, sensors, and other wireless disciplines. The RTC fosters learning and best of breed excellence by working with industry leaders, manufacturers, fleet owners, thus enabling strategies and services, which deliver long term commercial benefits, based upon the consortium's key business associates. The technologies evolved should be economical, efficient, durable, flexible and allow the associates to respond rapidly to both market and customer requirements. The consortium will promote the education of consumers on the positive aspects of RFID."

WHY JOIN?

- Participate in Educational Programs on AIDC, Sensors, RFID and Wireless Technologies Share Lessons Learned
- Support International RFID and Wireless Standards for the Tire Industry
- Network and Learn from Your Peers
- Leverage the Technology to Improve Safety and the Environment
- Obtain Valuable Exposure to Industry Subject Matter Experts
- Address Government Issues with the Technology

FOR FURTHER INFORMATION PLEASE VISIT BOOTH 954 AND CONTACT:

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