



Odette Conference

Gothenburg, Sweden

Agenda



- **Why DASH7?**
- **The Evolution of the ISO 18000-7 Standard**
- **The Emergence of the DASH7 Alliance**
- **Structure of the DASH7 Alliance**
- **The Goals and Objectives of the DASH7 Alliance**
- **How to get involved with DASH7**
- **Questions**



The Challenge



- Interoperability
- Availability of features and functionality
- Single sourcing of tags and readers
- Global acceptance by regulatory bodies



The Solution



- **Step 1: Develop a standard**
- **Step 2: Adoption of the standard by end users**
- **Step 3: Adoption of the standard by vendors**
- **Step 4: Collaboration of end users and vendors on further development of the standard**



Develop a Standard



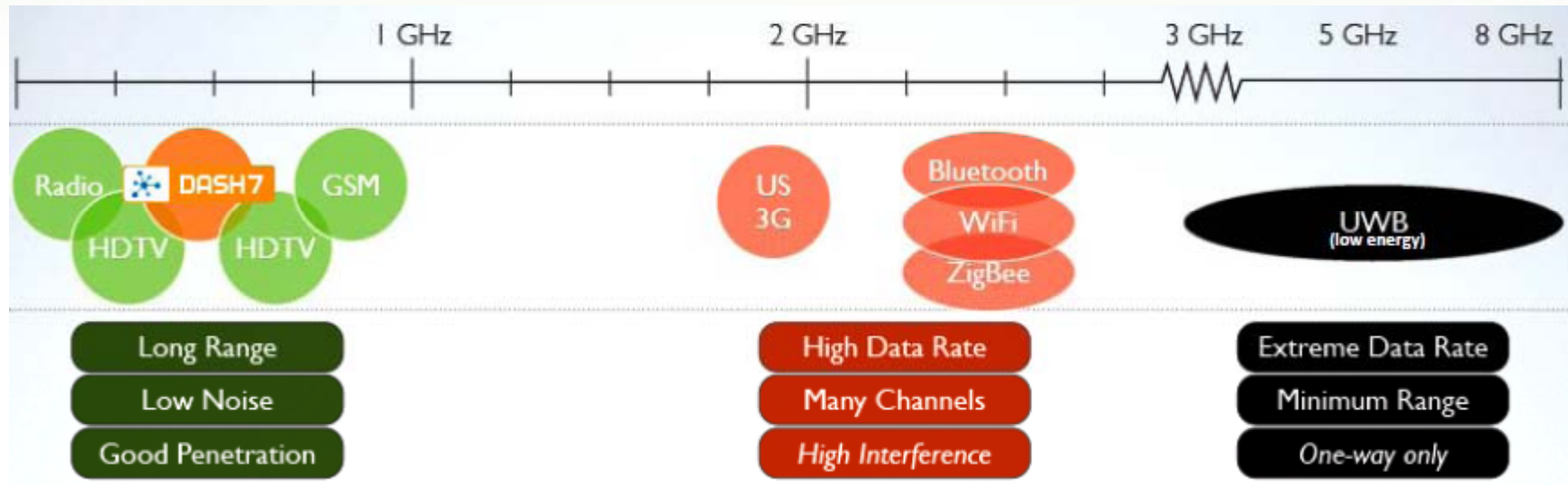
- 1994: Savi proprietary systems in the US Department of Defense (US DoD)
- 2000: US DoD mandate for standard platform (remove single sourcing)
- 2002: Submission to ISO
- 2004: First publication of ISO 18000-7 approved
- 2007: Savi licensing program started
- 2008: US DoD RFID III contract awarded (\$483 Million USD)
- 2009: RFID III contract opened for purchasing
- Today: Beyond the DoD



What is ISO 18000-7



- Standard for active tags
 - http://www.iso.org/iso/catalogue_detail.htm?csnumber=37978
- Frequency: 433MHz



Frequency Adoption



Adoption by End Users



- US Department of Defense



- RFID III contract: \$483 Million USD

- Global supply chain for forward logistics

- (all product shipped out of the US to foreign bases)

- US Department of Energy



- Pilot projects for tracking waste materials

- Lockheed Martin 

- KPC 



Adoption by Vendors



- Savi Technology



- Identec Solutions



- Evigia Systems



- RFind Systems



- Texas Instruments



- STMicroelectronics



- Analog Devices



Collaboration

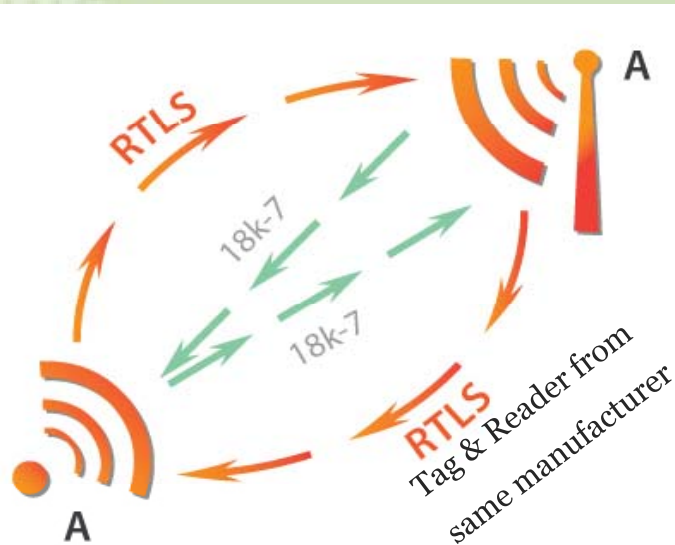


- **The Problem**
 - Standardization does not ensure adoption or interoperability

- **The Solution**
 - The creation of an alliance dedicated to promotion of the standard and creation and adoption of interoperability guidelines that allows for certification of products as being interoperable



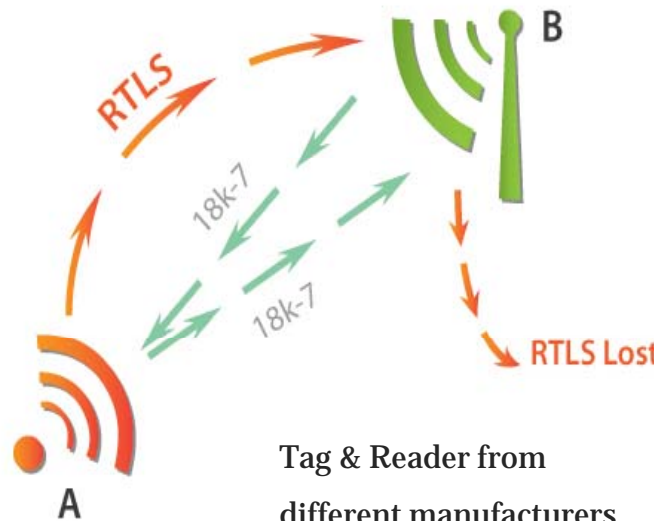
The Road to Interoperability



- Today
 - All ISO 18000-7 commands are interoperable
 - Extensions are not interoperable

- Extensions

- RTLS
- LF
- Sensors



The Emergence of DASH7

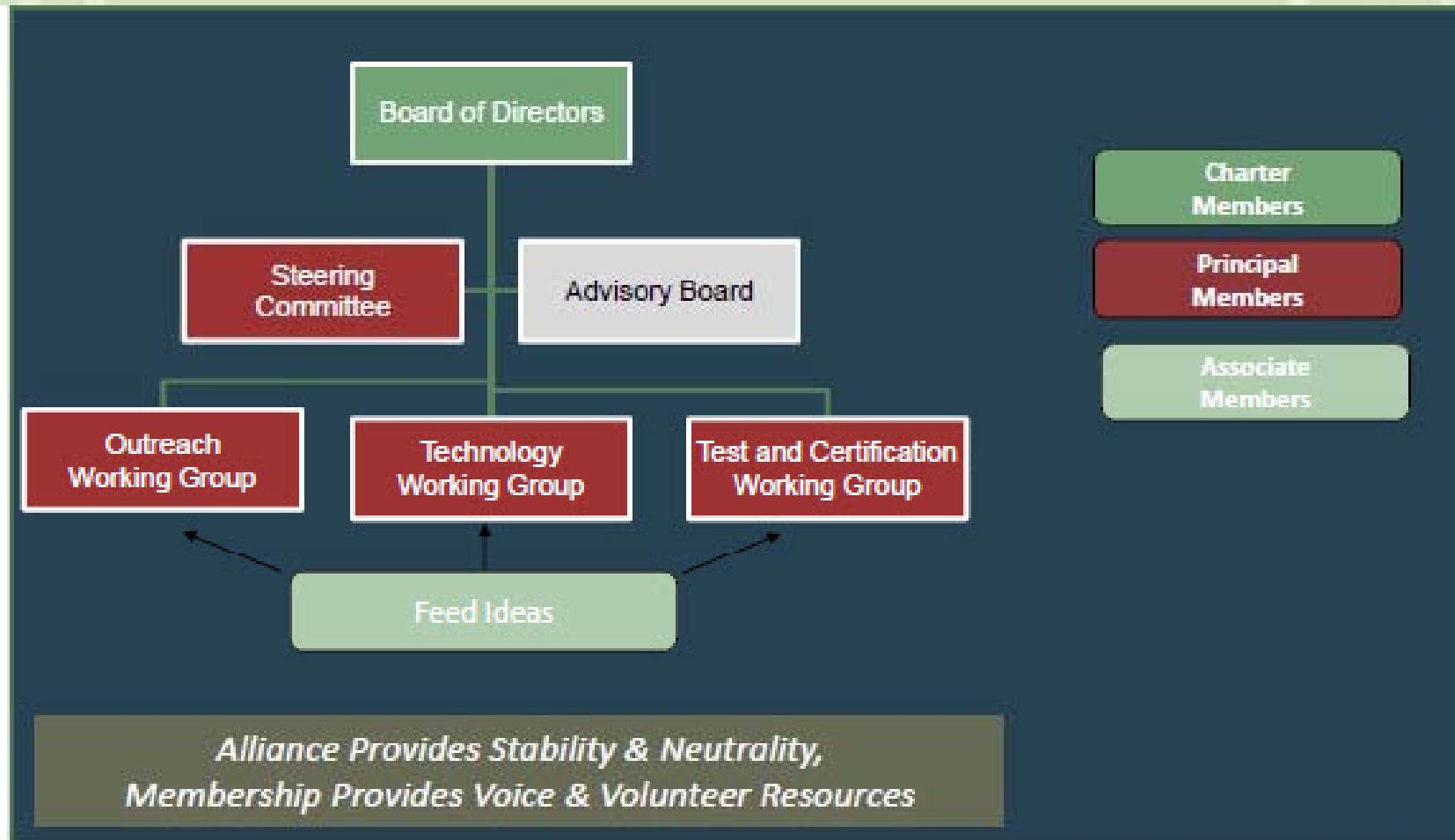


■ Goals

- Develop improvements and extensions to the ISO 18000-7 standard.
- Work to ensure that products claiming DASH7™ capabilities comply with DASH7™ specifications.
- Encourage the development of products using DASH7™ technology.
- Educate consumers and enterprises, globally, about DASH7™ technology



The Structure of DASH7



Outreach Working Group



- **Goal**
 - Raise awareness, educate, solicit feedback from end users

- **Current Focus**
 - Increasing membership
 - Raising awareness
 - Webinars / Educational sessions
 - Speaking engagements
 - White papers
 - Social networking



Technology Working Group



- **Goal**
 - Define future changes to the standard, then vote as a block within ISO

- **Current focus**
 - OpenTag – open source code for device development
 - Mode 2
 - Meaner / leaner protocol
 - Supporting extensions
 - Sensors
 - LF
 - RTLS



Test & Certification Working Group



- **Goal**

- Define criteria and method for certifying interoperability

- **Current focus**

- Finalizing certification process
- New submissions to ISO
 - New working item (NWIP) for 18000-7
 - New working item (NWIP) for SC31/WG7
 - Updates for 18047-7
- Aligning regulatory body requirements
 - FCC, ETSI, ETRI



The Automotive Working Group



- This is how **YOU** get involved
- Current supporters
 - Michelin
 - Automotive Interest Action Group (AIAG)
- Topics
 - Tire Pressure Monitoring System (TPMS)
 - Returnable containers
 - Yard management
 - Manufacturing line management





Questions



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