



# ALIEN® ACADEMY - US/EMEA

## HANDS ON PRACTICAL RFID WORKSHOPS

Alien Academy provides in-depth instruction and practical hands-on experience for anyone who needs to know about RFID systems

### Designed For:

- Those new to RFID and need an in depth class-room and practical hands-on introduction
- Those implementing RFID systems that need to accelerate their current RFID understanding
- Anyone needing to understand RFID “best practices”
- People who need to understand what the latest RFID technologies can accomplish
- Implementers looking to understand how to implement cost-effective RFID systems
- Technical managers who need to understand where RFID works well and not so well
- Anyone planning to carry out an RFID site survey themselves



What You Will Learn	What Does This Mean to Me?
RFID Basics	<ul style="list-style-type: none"> <li>• Understand how RFID operates               <ul style="list-style-type: none"> <li>- In different environments</li> <li>- Effect of different materials on RFID</li> </ul> </li> <li>• Know what are “Best Practices” and why</li> </ul>
How to implement cost effective RFID systems?	<ul style="list-style-type: none"> <li>• How today's smart readers can simplify your RFID system</li> <li>• Save you money by eliminating unnecessary system components</li> </ul>
Impact of real situations in real environments?	<ul style="list-style-type: none"> <li>• Initialize, design, manage and troubleshoot RFID Solutions</li> <li>• Learn to solve a wide range of RFID challenges in complex real-world settings</li> </ul>
RFID in a simulated real supply chain & retail facility (US only)	<ul style="list-style-type: none"> <li>• Roll up the sleeves and take advantage of The RFID Solution Center’s completely equipped 15,000ft<sup>2</sup> simulated supply chain &amp; retail facility</li> <li>• Learn in a world class center that is also an EPC Accredited Performance Test Center</li> </ul>

Join the pace-setters of modern RFID as they lead a hands-on, in-depth study of the latest **architectures, standards, and components** that comprise today’s state-of-the-art RFID environments. Our RFID experts will illuminate the choices and demonstrate techniques that ensure the best possible RFID solutions for you.

Students are actively challenged to analyze business case factors, customer requirements, environmental factors, equipment configurations, and workflow processes to determine their impact on ongoing RFID success.

### Instructors

RFID Academy courses are designed and taught by teams of experienced RFID Application experts who have helped define and lead some of the industry’s most successful deployments. Actively on the forefront of RFID in the field, these instructors focus on delivering an intensive, hands-on educational experience addressing the real-life issues and challenges in implementing RFID.

### Who Should Attend?

- Application Architects & Engineers
- Converters
- Distributors/VARs/VASPs
- End-users
- Hardware/Software Engineers
- Management Professionals
- RFID Consultants
- Solution Providers
- Supply Chain Professionals
- System Architects & Engineers
- Systems integrators



### Takeaways:

- RFID value proposition and how to maximize Return on Investment
- How to make the components of a RFID solution work together to your business's best advantage
- Optimum tag, antenna and reader types for different implementations
- The impact of standards, regulations and compliance
- How to ensure optimal tag placement for maximum read rates under a variety of conditions
- Effect of various materials on product tagging, including utilizing challenging material properties to enhance read performance
- Hands-on with the latest RFID antenna, reader, and tag designs
- Best analysis, design and implementation practices
- The pros and cons of deploying RFID at various pinch points throughout the supply chain.
- Interrogation zone basics
- Testing and troubleshooting an RFID implementation
- Design selection criteria
- Site analysis
- RF physics and its impact on a successful RFID deployment
- RFID peripherals including conveyors, stretch wrappers, fork trucks, portals, handhelds, printers, applicators and more
- Sources for further help and guidance

### The RFID Academy Assurance

If you complete this course and believe that you are not prepared to initiate an RFID effort, you can repeat the course within a period of one year, at no cost to you. You will only need to pay for the costs associated with travel, if applicable.

### What to Bring?

Courses are designed to utilize real-world scenarios and experiences. Please bring questions and challenges which may be shared.

### Registration

Registration is limited and is on a first-come, first-served basis. Early registration is recommended to secure your enrollment. Please visit [www.alientechnology.com/academy](http://www.alientechnology.com/academy) for session dates, global locations, and to register.

### Custom and Vertical Market Courses

The Alien Academy is an industry respected resource for training on RFID technology and uses within specific market verticals. If you are interested in a customized training or on-site courses, contact Alien at [academy@alientechnology.com](mailto:academy@alientechnology.com)

*"Very good course. I learned a great deal even after using Alien products for several months. I will suggest the course to co-workers"* – **Brent Hunter, Systems Project Leader, Kohler**

