



Imagine the impact of real-time intelligence to your business.





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IDENTECSOLUTIONS.COM

AGENDA

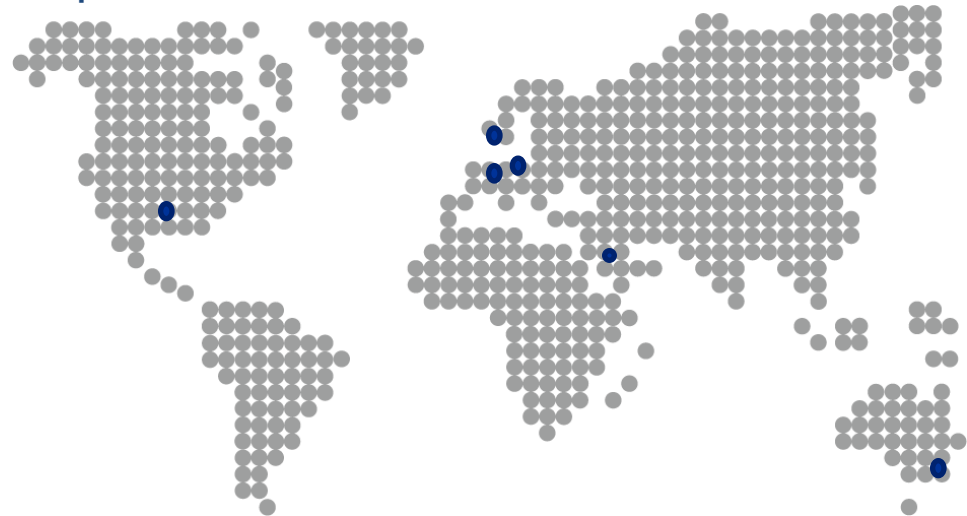
- Who is Identec Solutions AG?
- Basic terminal operations
- The challenges faced by terminals
- Technology that addresses those challenges
- The buzz around RFID
- Challenges for the industry

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IDENTEC – WHO ARE WE?

- Founded in 1999
- A leading global supplier of active RFID, GPS and wireless sensor solutions focused on industrial markets
- Worldwide operations
- Headquarters in Lustenau, Austria
- Offices in UAE, Norway, Germany, Australia, and USA
- Overall company is positioned to develop channel and strategic verticals



IDENTEC – WHO ARE WE?

Ruggedized Products to withstand harsh and hazardous environments



Asset Tracking in Mines



Personnel Safety in Oil and Gas

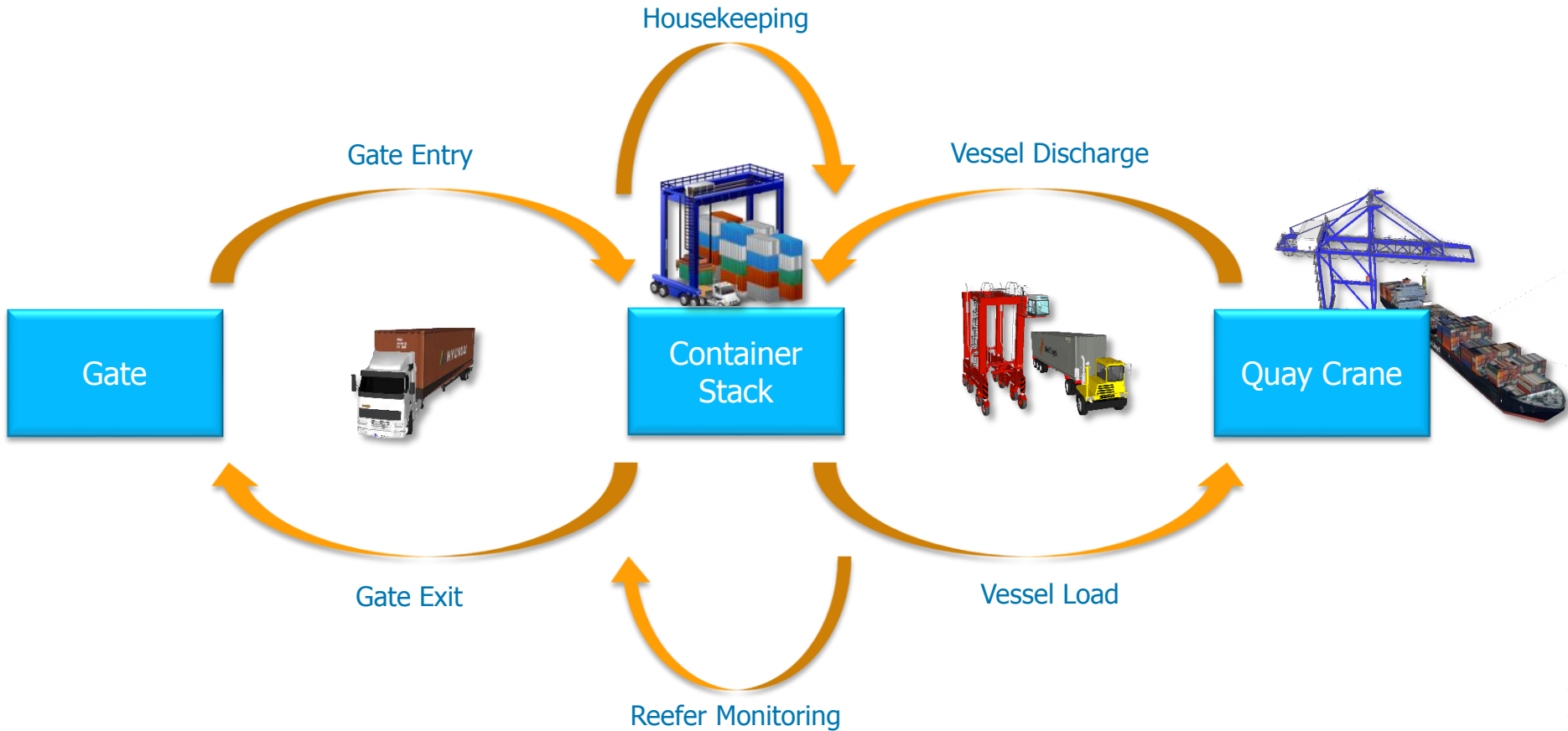


Asset Tracking in Ports



Supply Chain Visibility in Automotive

BASIC TERMINAL OPERATIONS



TERMINAL CHALLENGES

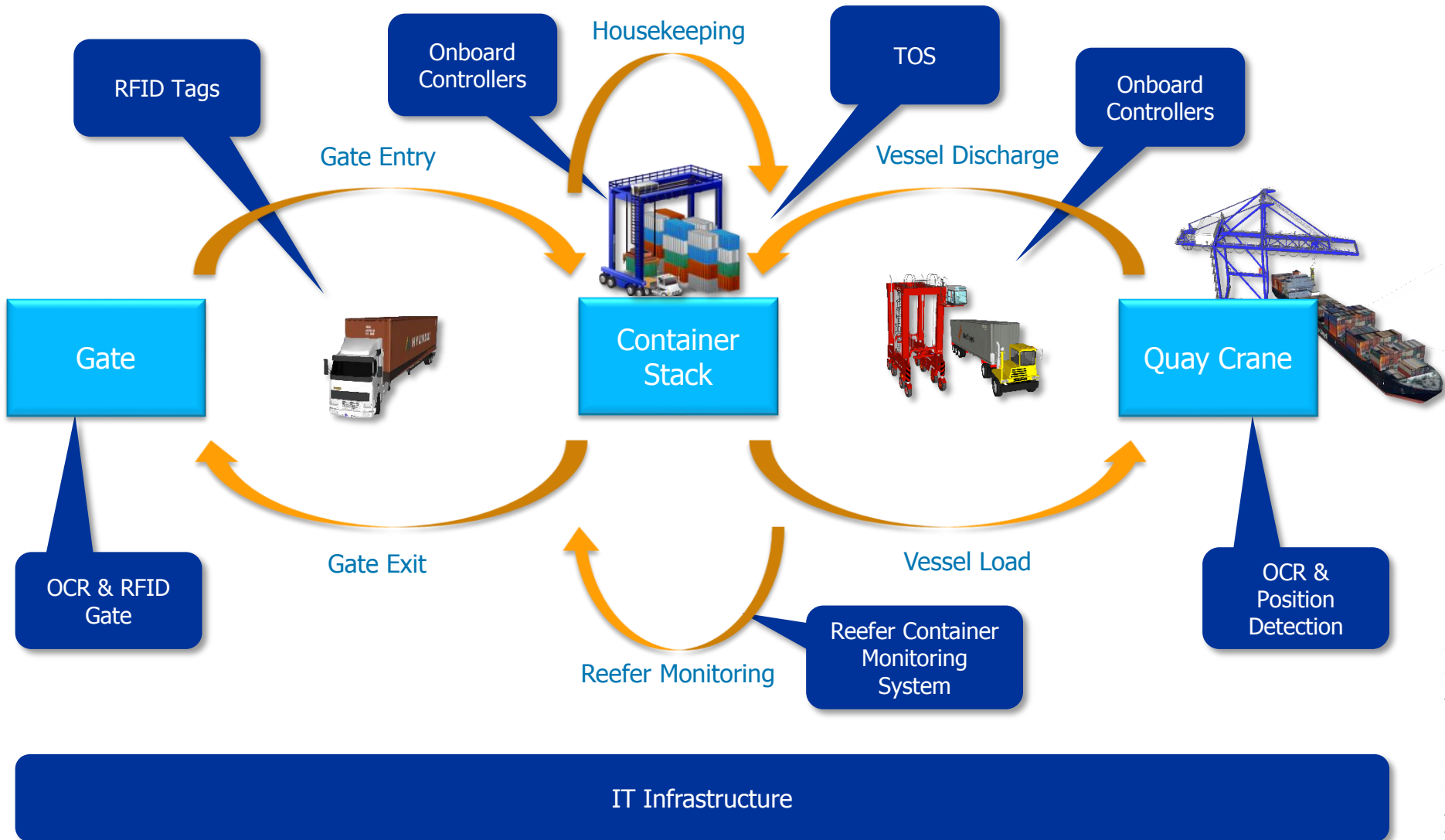
- Efficiency
- Security and safety
- Control operating costs

...all with the goal of better handling and storing containers on behalf of their customers, the shipping lines

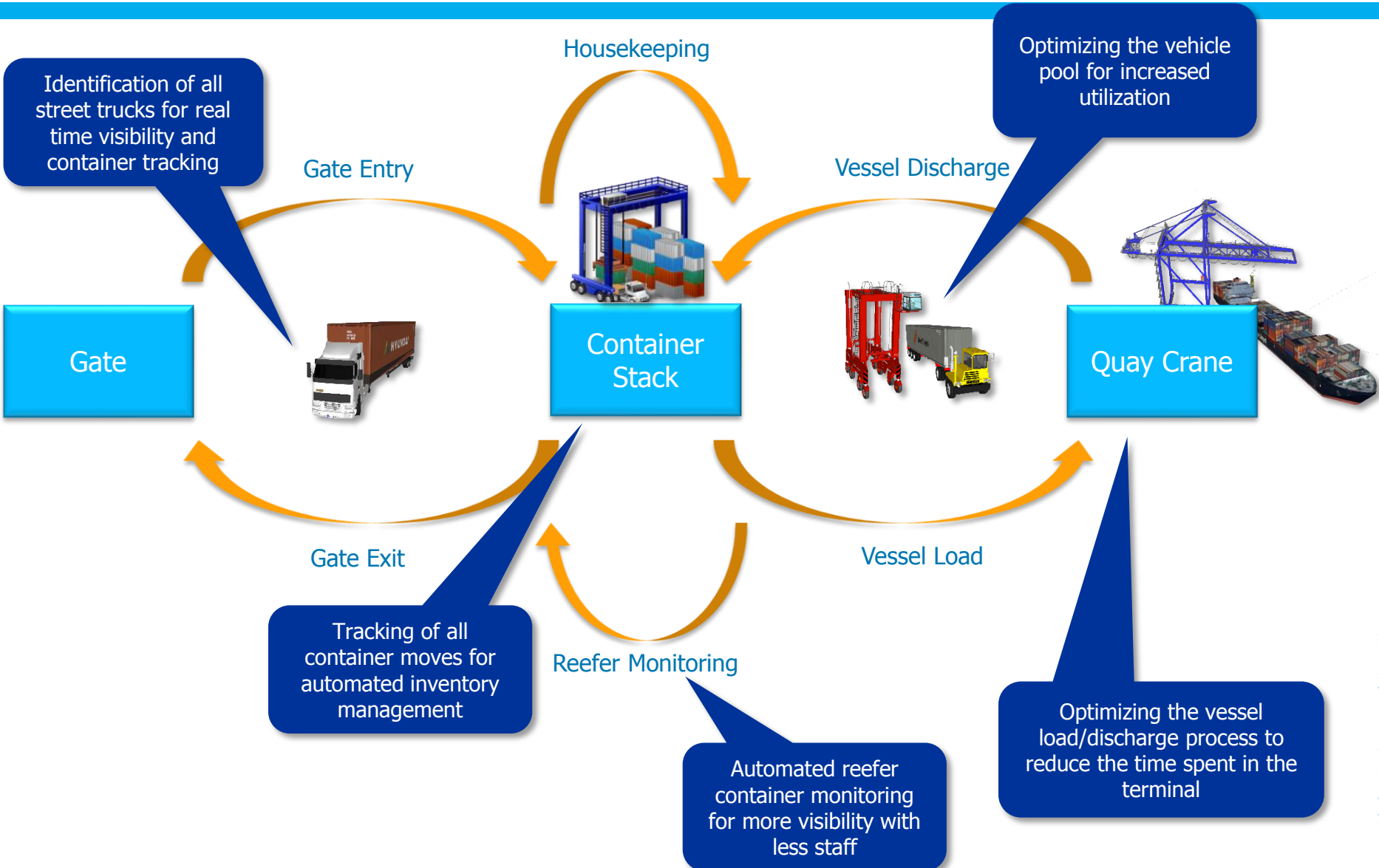
How container terminals meet these challenges will differ but the foundation is automation



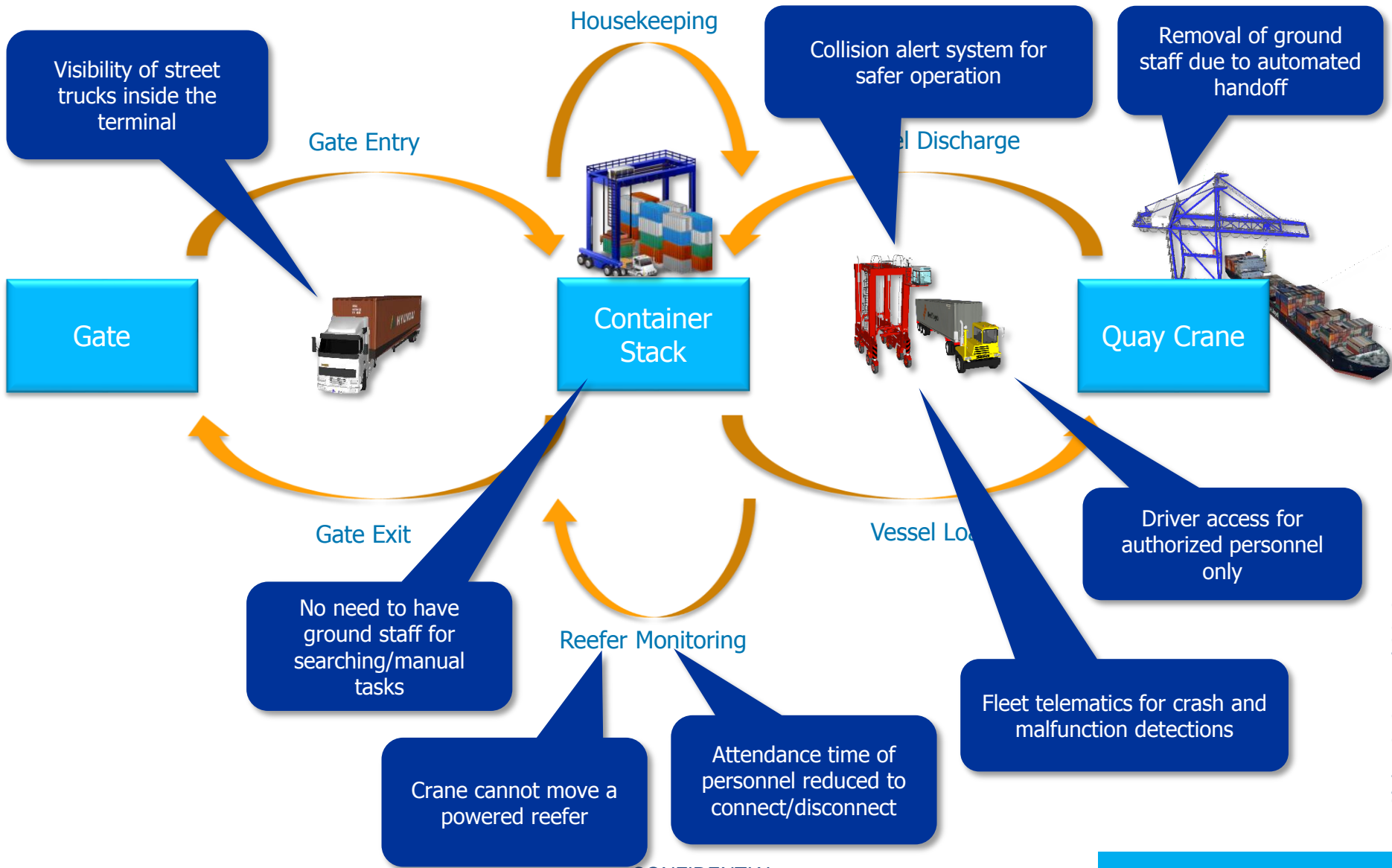
AUTOMATION PRODUCTS



AUTOMATION BENEFITS (EFFICIENCY)



AUTOMATION BENEFITS (SAFE-SECURE)



THE BUZZ AROUND RFID

- A lot of benefits for terminal operations
- Proven logistics benefits in closed loop system (US DoD DASH-7, etc)
- E-seals
- “Smart containers”
- Data mining
 - (semi) automatic analysis of large quantities of data to extract previously unknown interesting patterns and convert those patterns into useful business information



THE BUZZ AROUND RFID

- “Overall we have shown that a simple cost model may help the shipping industry to evaluate RFID technology. Nevertheless, the real impact of RFID usage with tangible figures has to be shown, especially for the transshipment processes in container terminals to rail and road. RFID is ready at our fingertips”

- Dr Stefan Voss

Institut für Wirtschaftsinformatik
(Information Systems), University of
Hamburg

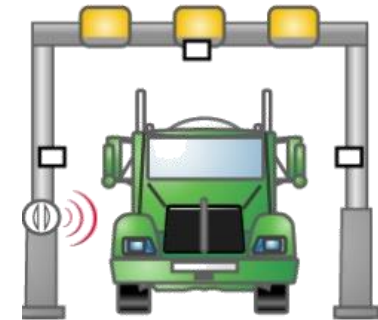
Presentation at “Container Handling
Technology Turkey”

23 January 2013 – Istanbul



CHALLENGES

- Standards
 - ISO and EPC
- Terminals support RFID on the boxes – it helps them meet their goals
- Proven benefits for all parties in closed loop systems
- Academics support RFID
- Cost issue – who benefits and who pays?



“BLANK”

Question:

- **“Why is this slide blank?”**

Answer:

- **“This is an abstract vision of what will happen if you don't adopt changing technology.”**

- Anonymous

MERCI!



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