



Building Radio frequency IDentification solutions for the Global Environment

BRIDGE

CERP meeting – 8 October 2008



BRIDGE in a few words

- A 3 years project
- Started on 1 July 2006
- 30 Partners
- 15 work packages
- Total budget: €13 million
- European Union funding: € 7,5 million



BRIDGE Partners

GS1	Labs/ Universities	End users	Solution Providers
Global Office (Coordinator) China France Germany Poland Spain UK	Cambridge ETH Zürich Fudan TUG Graz UPC Barcelona	Bénédicta Carrefour gardeur Kaufhof Nestlé UK Northland Sony	AIDA Centre AT4 wireless BT CAEN Confidex Domino JJ Associates Melior SAP UPM Raflatac Verisign UK
7	5	7	11





Building Radio frequency Identification solutions for the Global Environment

Horizontal
Activities

WP15: Innovation policy and public policy

WP14: Project management

WP13: Dissemination & Adoption Tools

WP12: Training Platform, Courseware & Certification

Business
Development

WP5: Anti-Counterfeiting

WP6: Pharma Traceability

WP7: Textile industry

WP8: Manufacturing

WP9: Reusable Asset Mgt

WP10: Products in Service

WP11: Non-Food Item level

Technical
Development

WP4: Security

WP3: Serial-Level Supply Chain Control

WP2: Serial-Level Lookup Service

WP1: Hardware Development

