

My name is Sarah Spiekermann and I am at Humboldt University Berlin, and I am going to tell you about RFID, and what it means.

What is RFID? RFID is a technology that resides on smart tags. Smart tags which carry some information and this information is being transmitted wirelessly to a reader or back and infrastructure. So, you basically have tags which transmit information to a network. And those tags are being embedded or attached to all kinds of products.

The tags are carrying a number, which is the bar code, the bar code of the future. And this bar code is being read out from a distance, wirelessly, and without a line of sight, basically. For example, when goods are delivered from China to Europe, it's possible for management to see exactly where their supplies are. And in the past, companies just didn't know. Will my goods arrive, when will they arrive, are they on the right way, are they in good shape? And all of this information is now uploaded to the Internet and a manager in Germany can really look on the Internet and see 'Oh, my goods are here.'

So companies do indeed have the desire to know exactly what's happening with the objects that they produce. That starts in manufacturing and goes all the way through different distribution centers to the retail outlet.

Well, I do see a very important economic potential, because if every product has a digital enhancement, if you can add to a physical product, extra services, than you are creating potentially a new value proposition, an additional value proposition for every product.