



European Commission

DG Enterprise and Industry

DG ENTR Perspective on RFID

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Role of DG ENTR in the RFID domain

DG Enterprise and Industry

- Together with DG INFSO, JLS, etc.
 - Active role in the Interservice Group
 - Preparation of a standardisation mandate
 - Continue interface with industry
- Specific study under the sectoral e-Business Watch



Why the study on RFID?

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RFID is expected to bring the following benefits to enterprises:

- Improvement of efficiency and effectiveness of business processes
- supply chain productivity enhancements and end-to-end visibility
- New innovative applications in the areas of mobile payments and ticketing, location based and context-sensitive mobile services,

However, there are some challenges that need to be overcome:

- to lower implementation risks
- and consequently to maximize investment returns.



Study details

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The study will provide:

- a top-down view of RFID adoption roadmap
- challenges, starting from the overall picture at European level.
- a macro-economic analysis, comparing RFID adoption patterns and drivers
- an analysis of the effective potential benefits for the user businesses

The Final Report is expected in April 2008, and will be publicly available.



Questions that need to be addressed on RFID

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- Is the current data protection legislation adequate to regulate RFID applications that affect citizens?
- Does RFID ubiquity challenge privacy legislation?
- Could standardisation and self-regulation be used to supplement regulatory measures, in particular in areas that are too specific to be addressed by legislation?



RFID standardisation

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- Standardisation usually constitutes the main driver for interoperability, which is important for successful adoption and implementation of new technologies.
- An RFID market that is open to all requires:
 - Spectrum harmonisation
 - International standards for:
 - Data formats
 - Air interfaces
 - Communication protocols



Further Information

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DG ENTR/D4 web site:

<http://ec.europa.eu/enterprise/ict>

E-Business Watch study on RFID:

http://www.ebusiness-watch.org/studies/special_topics/2007/rfid.htm

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