

## ***Frontline 2004 To Be World's Largest Demonstration of Auto-ID and Mobility Technologies***

***By Mary LaSelva, Group Director, Frontline Events***

*This Year's Event Features New Interactive Auto-ID Experience!*

The Exhibit Floor at the upcoming Frontline Solutions Conference and Expo will feature the leading suppliers and latest innovations in RFID, EPC, BAR CODE and Mobility Technologies. With more than 150 exhibitors demonstrating hundreds of products and solutions, Frontline is geared to be the largest event covering the entire technology spectrum of solutions for organizations seeking to integrate emerging technologies within their existing supply chains to make them smarter, better, faster, and more secure.

"Attendees are looking to build smarter supply chains by making intelligent purchasing decisions," said Kerry Gumas, vice president of Advanstar Technology Group, the event's producer. "Frontline 2004 is their best opportunity to compare and contrast the best in RFID, Auto-ID, and mobile supply chain solutions. This event is all about real supply chain implementations, real-world examples, and best-of-breed technologies."

Enterprises and technology managers racing to comply with recent mandates set forth globally by retailers, manufacturers, and governments, face an urgent need for information about standards, compliance issues, implementation and most importantly, ROI.

Frontline 2004 brings together key decision makers from major industries including: manufacturing; retail and consumer packaged goods; government and defense; as well as pharmaceutical and healthcare. Supply chain professionals from BASF, Boeing, Sears, Crate & Barrel, PEPSICO, Harley-Davidson, and hundreds of others will converge to learn about new technology solutions from suppliers such as: IBM, Intermec, Philips Semiconductor, Matrics, Alien Technologies, Texas Instruments, and more than 150 others.

New for Frontline 2004 is the unparalleled opportunity for all attendees to view end-to-end integrated solutions from IBM and other pre-eminent technology leaders, in a state-of-the-art demonstration on the exposition floor. This live demonstration of real-world solutions and technologies is called the Auto-ID Experience, and is free to all conference and expo attendees and features the Auto-ID Experience Theater & Global Auto-ID Lab Forum, featuring all 6 Auto-ID Labs from universities around the world.

For more information or to register for all Frontline Solution events, visit [www.2004.frontlineexpo.com](http://www.2004.frontlineexpo.com).