



## NEWS RELEASE

### For Immediate Release

#### **RFID4U™ AND UCE BIRMINGHAM UNIVERSITY ALLIANCE TO INTRODUCE COMPTIA RFID+™ TRAINING PROGRAMME**

Sunnyvale, CA and Birmingham – Aug 8th, 2006-: RFID4U, the US's largest RFID training company, and UCE Birmingham University -TIC, (Technology Innovation Centre), a superb business solutions centre, have joined forces to bring the CompTIA RFID+™ certification training and technology innovation to the UK market. The first RFID+ training class in Birmingham is scheduled for 13-16 November 06 and 15-18 Jan 07.

RFID4U has been a pioneer in RFID training for over four years, with more than 2,000 people trained from both the private sector and government. Dermott Reilly, EMEA Training Manager, with RFID4U said "This is good news. TIC has phenomenal facilities, great passion and reach with major industry segments, including Automotive, Construction and Food & Drink. Companies embracing innovation and emerging technologies need to work with positive, dynamic partners like TIC, to share knowledge and best practice and insure the benefit of RFID and associated technologies are maximized."

Parmjit Chima from UCE Birmingham said that "TIC has a successful track record in business solutions, consultancy and innovation and it was a natural step to join forces with RFID4U to insure RFID course content and latest field knowledge is available to all stakeholders. We look forward to helping companies make their RFID leap."

Matthew Poyiadgi, Regional Director Europe, CompTIA added "UCE Birmingham's Technology Innovation Centre now offers one of the UK's leading centres for RFID training. Midlands-based companies are fortunate to have this facility at their disposal and we encourage them to begin training employees on one of the most important technologies for the modern business."

RFID4U's RFID+ curriculum as well as RFIDQ™, practice tests for RFID+, have been reviewed and approved by the Computing Technology Industry Association (CompTIA) as quality training materials through the CompTIA Authorized Quality Curriculum (CAQC) program. This recognition identifies these courses as meeting the strictest quality standards set by CompTIA to ensure it meets exacting requirements with regard to the complete coverage of exam content, as well as excellent content layout and instructional design material that helps certification candidates judge their learning or readiness for the certification exam. RFID4U is also CompTIA learning alliance partner and Sheffield University is approved location.

#### **About RFID4U**

RFID4U is a worldwide leader in vendor neutral RFID learning solutions. We have assembled a



full complement of products and services to help you align technology with business objectives. A pioneer in RFID learning, RFID4U has maintained a steadfast focus on developing a robust and highly acclaimed catalog of RFID courses. We also offer a training implementation program customised to fit your organizations needs. Please visit [www.rfid4u.com](http://www.rfid4u.com) for more information.

### **About TIC**

The Technology Innovation Centre (TIC) is part of UCE Birmingham, one of the largest universities in the UK with over 25,000 students. TIC itself has over 2,500 students on engineering, ICT and media technology courses at undergraduate and postgraduate level. The TIC also provides programmes of business support, technology transfer and applied research in partnership with enterprises of all sizes and supported by regional, national and EU government organisations and major corporations such as Cisco Systems, BT and Microsoft.

### **About CompTIA**

The Computing Technology Industry Association (CompTIA) represents the business interests of the information technology (IT) industry. For 24 years CompTIA has provided research, networking and partnering opportunities to its 20,000 member organizations in more than 100 countries worldwide. CompTIA initiatives extend to areas such as convergence technologies, electronic commerce, information security, IT services, public policy, skills development, and software. CompTIA helps organization maximize the benefits they receive from their investments in technology; and assists IT workers to obtain the skills they need for productive careers in technology. For more information, please visit: [www.comptia.org](http://www.comptia.org).

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