

# NEWS RELEASE

## For Immediate Release

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## eSmart Source Announces RFID Made Easy Training in Portland Oregon

Sunnyvale, CA (PRWEB) November 10, 2004 -- eSmart Source, a leading RFID solutions and training provider announced today that the firm will conduct one of their popular RFID Made Easy training events in Portland Oregon. RFID Made Easy is a class room style one-day course that familiarizes participants with the hardware, middleware, software and other key elements necessary for successful RFID deployment. This day-long event will be conducted on Tuesday January 25<sup>th</sup> at the Sheraton in Portland Oregon.

The goal of the training is to give executives, managers, System Managers, System Engineers, Project and Program Managers, Business Analysts and others responsible for supervising RFID implementations a strong grounding in the fundamentals of RFID and EPC technologies so they can intelligently evaluate vendors, develop a business case and begin a successful pilot program or deployment.

The RFID training is an informative, objective and vendor neutral event consisting of executive and technical sessions that help to answer:

- The value of RFID and how it works
- How to practically deploy RFID technology
- How to re-engineer various business processes
- The evolving EPC standards
- Designing an infrastructure to handle the huge amount of data RFID will generate
- Integration challenges

eSmart Source is fast becoming the recognized leader in RFID solutions and training after successful RFID implementations and acclaimed training events as part of their "RFID On-Site Workshop" series <http://www.esmartsource.com/> and recent well-received "RFID Made Easy" training events in the U.S. eSmart Source recently provided the training at the preeminent "RFID Summit" attended by many of the worlds technology leaders in Singapore [www.rfidsummitseries.com](http://www.rfidsummitseries.com) .

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Over the next five years, Radio Frequency Identification (RFID) will have a major impact on any business or enterprise involved in the production, movement or sale of physical goods. RFID has been adopted by international retailers such as Metro Group and Tesco in Europe and Wal-Mart, Target and Albertsons in the United States. Leading manufacturers such as Gillette, Hewlett-Packard, Johnson & Johnson, Kimberly-Clark, Kraft Foods, Nestle, Procter & Gamble and Unilever are in the process of implementing their RFID programs. The U.S. Department of Defense has implemented RFID technology on a global basis.

eSmart Source offers the 2-day RFID Workshop program globally and the 1-day RFID Made Easy training events will be rolled out nationally in 2005. For more information, or to register for the Portland, OR RFID Made Easy training please visit <http://www.esmartsource.com/>

About eSmart Source, Inc.

For over five years, eSmart Source has been an IT partner committed to helping companies capitalize on the strengths of IT to achieve value-driven business results. eSmart offers a multi-tier suite of solutions and services designed to address end-to-end RFID system needs of companies including assessment, evaluation, integration and training. eSmart focuses on providing leading edge technology and is partnered with best of breed RFID tags, readers, middleware and printer suppliers in addition to providing a suite of software applications for RFID-enabled infrastructure.

For more information, please visit <http://www.esmartsource.com>

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