



Sun in RFID, our experience, Value Add & business implications

Graham Porter

Marketing Manager

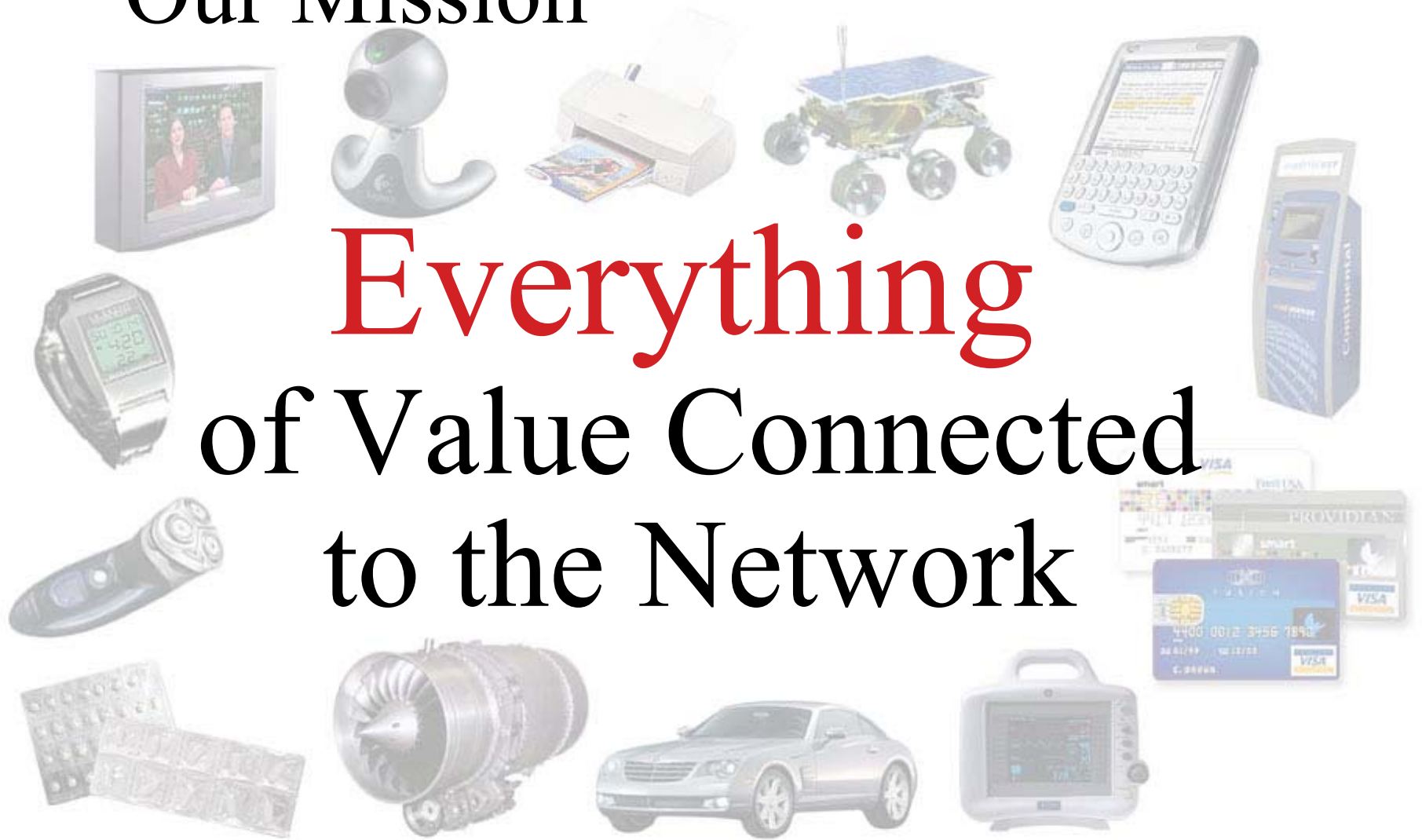
Sun Middle East & North Africa



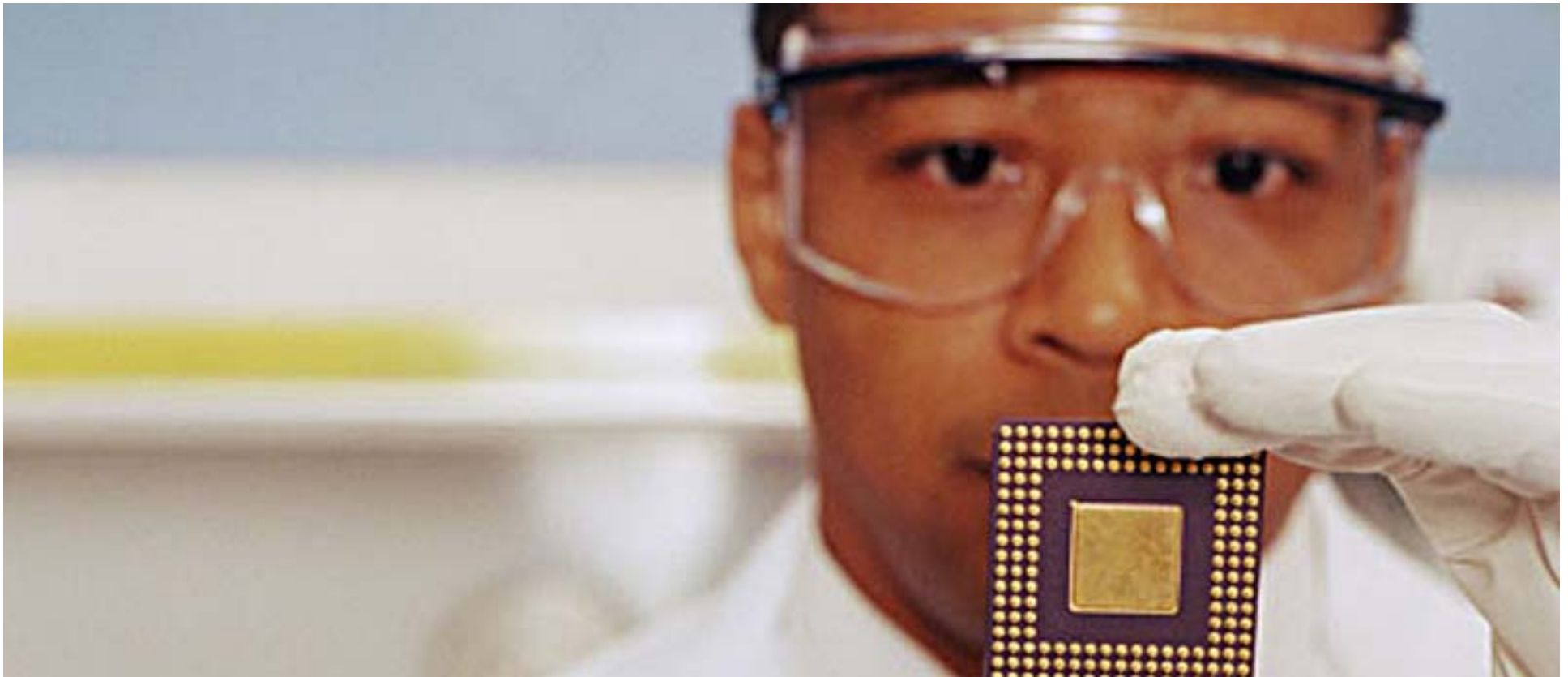
Our Mission

Everything

of Value Connected
to the Network



Sun is committed to R&D
\$1.9B R&D



Java Is Everywhere

Java

Java

Java

Java

Intel
AMD

SPARC™

80%
of Web
Servers

600M

250M

500M

hp Samsung DELL
TOSHIBA Apple Gateway™

Java Card: The World's Most Widely Deployed Identity Solution



Corporate



Loyalty



Finance

500M

Telecom



Government



Sun's experience in RFID

- Working with RFID Pioneers : Wal Mart & Gillette in USA
- Sun has an RFID Centre in Dallas, Texas
- 17,500sq ft Warehouse demonstration facility
- Platinum sponsor of 3rd annual RFID World Conference
- Experience at managing RFID Pilots & implementations

Sun's experience in RFID contd.

- Texas RFID Centre has 600ft/min conveyor (which meets Wal Mart requirement)
- Also a Pallet Conveyor
- EPC compliant agile readers/scanners
- 2 week Pilot to help decide “where to Tag & where to Scan”, RF interference
- Pilot includes Inter-Enterprise Data Sharing
- Sun provides RFID Education
- Further details on the CD you received

Business possibilities using RFID

- Financial services, integration of RFID into Java cards
- National Identity cards using Java cards
- Tracking items from Manufacture through distribution, purchase, use and disposal
- Manage quality sensitive parts
- Just in Time delivery
- Security v Privacy
- Cost of RFID tags & scanners today

Technology implications of RFID

- Trillions of devices connected to the Network as a result of RFID
- Data Warehousing & Business Intelligence opportunity
- Storage requirement increasing
- Integration with existing IT eg SAP ERP
- Asset management
- GIS integration

Location based services from Telcos

Sun Middle East capabilities

- iForce \$1.5m demo centre in Dubai
- Proof of Concept with Netlink RFID
- Consultancy & Implementation skills
- Infrastructure experience & product line to run RFID solutions
- Integration with existing IT infrastructure
- Reference architectures for Solaris, Linux & Microsoft !



RFID from Sun

Thank You

