

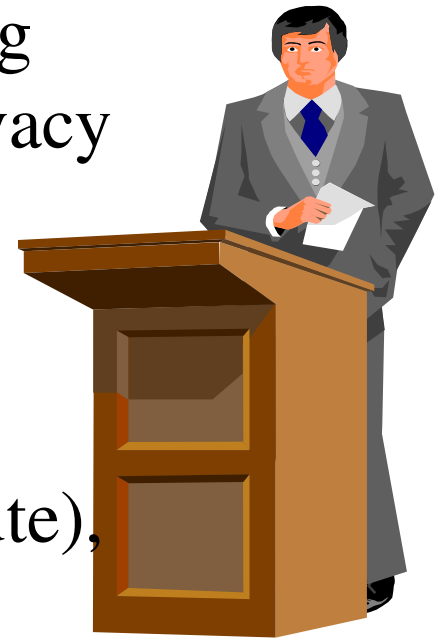
# Mastering Global RFID Standards.

Low Power Radio Association  
John Greaves  
Director and Council Member



## What is the LPRA

- ◆ Organization that represents the interests of manufacturers, and safeguards the consumer, in maintaining and creating Standards within both Radio and Privacy Issues.
- ◆ Leads TG34 of ETSI
- ◆ Active in ETSI (European Telecommunication Standards Institute), in FCC and in many application deliverables through member activity.



# What Are We To Discuss Today?

- ◆ The LPRA seek to advance the GRIFS program;
- ◆ Identify the holes in the fabric of RFID standards
- ◆ Ensure that the rapidly accelerating Radio Platform is stabilized through **NECESSARY** standards from **APPROPRIATE** and **EXPERT** bodies in a timely fashion.

# What Are We To Discuss Today?

- ◆ SPECTRUM Utilization:
- ◆ EQUIPMENT Safety;
- ◆ APPLICATION Standards;

# Why Now / Why GRIFS

Copenhagen

Copenhagen

The Data is the real issue

**RFID can meet the need.**

# GRIFS Process

## ◆ Find the Gap

Name the gaps, either by inadequacy, or  
obsolescence, or irrelevance.

Approach the owner body, seek the fix, and make the  
Owner either fix or forward to another body

# GRIFS Next Steps

- ◆ Actionable structure in GRIFS
- ◆ Funding Model
- ◆ Working Process
- ◆ Global Reach without global costs

# GRIFS

- ◆ The Rodney Dangerfield Syndrome

# Questions, Comments, Discussions

## GRIFS

Not an option, a need.



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A large red graphic element on the left side of the slide, consisting of a vertical bar that tapers to a point at the bottom, forming a shape similar to a stylized 'L' or a corner bracket.

John Greaves says.....

**Thank You**

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