

“An evening with Mr. RFID”

Mark Roberti, the founder and editor of RFID Journal



Mark Roberti has reported on business for major publications worldwide since 1985. In 2002 (yes, 13 years ago), he launched RFID Journal on the Web as an independent source of news and information for business and IT executives looking to tap RFID's enormous potential. He is widely regarded as a thought leader in the RFID industry and so it's always a privilege to have him present at an After Fives event.

Editor's apparently never really sleep I hear so having Mark present live via Skype from his home based on the East Coast of the U.S at about 2.00am - it's a clear demonstration of this.

When Mark Roberti talks RFID, people listen and certainly this was the case for the 50 or so gathered at Auckland University's Business School. He's never precious about the subject matter he talks about and is very open in offering his views on how he sees things RFID evolve and mature. As he went through industry sector trends, he outlined the use of RFID in retail (apparel in particular) as a no-brainer for most applications because of the benefits accrued, in healthcare as one to watch in the near term and livestock as an emerging trend.

Dispelling what he considers a default mindset by some that RFID is an expensive option compared to barcodes and barcoding, he demonstrated in a very clear and practical way that this is far from reality in many cases.

Citing the key RFID standards now firmly being in place and used globally, the massive growth in the RFID tag and reader vendor community around the world, the continued fall in hardware prices coupled with the increasing high levels of performance and sophistication, the case for RFID use is becoming more and more compelling.



Mark concluded that the research work undertaken by the New Zealand RFID Pathfinder Group, especially the ground-breaking work undertaken in livestock and meat is referenced widely across the world and as the research continues, it is expected that this reputation is set to last well into the future.