

ID WORLD 2005: Conference attendance at the global auto ID industry summit rises by almost 100%

Milan, November 10, 2005

3 days; over 80 speakers; 15 conference sessions; 3 panels; 2 vertical forums; over 70 exhibitors; 2 technology villages; 10 vendor presentations; 6 awards

With a 94% percent increase in the number of conference delegates, and a 34% increase in individual visitors to the exhibition, the annual ID WORLD International Congress consolidates its position as the world's most comprehensive summit for the ID Revolution community.

Now in its fourth year, the ID WORLD International Congress - held in Rome, Italy, November 2-4 - was attended by 361 conference delegates and 1,514 individual visitors from around the globe. This confirmed the continuing success of the initiative that was held last year in Barcelona, Spain.

The ID WORLD International Congress, organized by Wise Media, is the only international event that looks at the issue of identification as a whole, rather than focusing on a specific technology or vertical sector.

New at this year's event was the inauguration of two highly focused initiatives, the Electronic Passport Forum and the Smart Supply Chain Forum. The Electronic Passport Forum continued the open discussion begun in Berlin in May 2005 (www.electronic-passport.com) focusing on the most relevant issues related to the introduction of the new biometrics-enabled, machine-readable travel documents, with emphasis on manufacturing, personalization and border control. In parallel, the Smart Supply Chain Forum analyzed the most relevant questions surrounding the introduction of RFID and advanced data collection solutions in the areas of manufacturing, distribution and retail. Both topics were covered with dedicated sessions at a conference level and technology villages at an exhibition level.

With 74 exhibitors welcoming 1,514 visitors on the show floor, the two-day exhibition proved to be an ideal meeting place both for vendors looking to establish high level business contacts as well as for end users and system integrators looking for the right auto ID technologies and applications.

In its second year, "Meet The Buyer" - a free service to the exhibitors consisting of a series of one-on-one meetings between potential suppliers and

customers - was once again a great success. End users with specific needs were able to fill out a profile that was then screened by the exhibition organizers in order to identify the most relevant solution suppliers. Good “matches” then had the chance to arrange one-on-one discussions in private meeting rooms. The “Meet The Buyer” initiative further enlivened a very intensive networking and knowledge-sharing program.

After another highly successful edition, the ID WORLD International Congress and Exhibition has again confirmed its position as the key global appointment for the decision makers and thought leaders that drive the auto ID community.

ID WORLD 2005 was sponsored by Indala, OMNIKEY, Sokymat, Axalto, Feig Electronic, DuPont Microcircuit Materials, Equant, Extech Instruments, Melzer, NADRA and NFive Technology. The Electronic Passport Forum was sponsored by Akoura Biometrics and Viisage. The Smart Supply Chain Forum was sponsored by Denso and UPM Rafsec.

Next year’s ID WORLD International Congress will take place in Milan, Italy, towards the end of November 2006.

About the ID WORLD International Congress

Thanks to its successful track record, the ID WORLD International Congress has become the most prestigious global networking initiative involving the decision makers and the opinion leaders fostering the understanding and adoption of RFID, biometrics and smart card based solutions.

Organized by Wise Media, the ID WORLD International Congress is the only international forum that looks at the issues of identification from a holistic and technology-agnostic point of view. It offers a full-scale and complete vision of technological, business and social aspects related to the deployment of the most advanced auto ID systems.

For further information please visit www.idworldonline.com.

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