



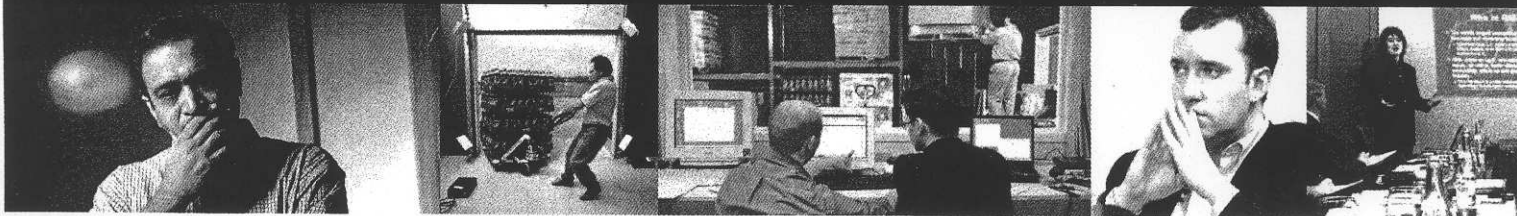
# EPC™ NETWORK: CEO SUMMIT

July 15 – 16, 2003, Cambridge, Ma, USA

The Fairmont Copley Plaza Boston 138 St. James Avenue Boston, MA 02116

Event Production Sponsored by Sun Microsystems

AUTO-ID CENTER MASSACHUSETTS INSTITUTE OF TECHNOLOGY, 400 TECHNOLOGY SQ, BUILDING NE46, 6TH FLOOR, CAMBRIDGE, MA 02139-4307, USA



## July 15, 2003 CEO Cocktail Reception/Dinner

6:30 – 7:30 pm **Cocktail Reception**  
Sponsored by SAP Americas

7:30 – 10:00 pm **Dinner**  
Sponsored by Manhattan Associates  
Keynote Speaker: George Colony, Chairman & CEO, Forrester Research, Inc.

## July 16, 2003 CEO Summit

8:00 – 9:00 am **Continental Breakfast**  
Sponsored by IBM Corporation

9:00 – 9:15 am **Welcome & Opening Remarks**  
Alex d'Arbeloff, Honorary Chairman, MIT & Professor, Mechanical Engineering & Sloan School of Management

9:15 – 9:30 am **Business Case for the EPC™**  
James M. Kilts, Chairman & CEO, The Gillette Company

9:30 – 9:45 am **The Importance of Collaboration**  
Steve David, CIO, Procter & Gamble

Steve David is a leading proponent of collaborative approaches to fundamental IT infrastructure, and was an early leader of the Auto-ID Center program. As part of the welcoming sessions, he discusses the role of open collaboration in twenty-first century commerce and computing.

9:45 – 10:15 am

**Introducing the EPC™ Network**

Kevin Ashton, Executive Director, Auto-ID Center  
Professor Sanjay Sarma, Chairman of Research, Auto-ID Center

The Auto-ID Center's mission is to create a universal, open network for identifying any object, anywhere, automatically. The new network will allow organizations to track and trace items throughout the supply chain, increasing efficiencies and creating massive potential business savings. The Center will outline the new EPC™ network and illustrate its key applications and benefits.

10:15 – 10:45 am

**Refreshment Break**

Sponsored by Cap Gemini Ernst & Young

10:45 – 11:15 am

**EPC™: Power to Change the World**

Kerry Clark, Vice Chairman, Procter & Gamble  
H. Victor Mendes, CEO, CHEP

The EPC™ Network has the ability to revolutionize our industries like no other technology since the development of the bar code 25 years ago. By creating an open, global network that can identify anything, anywhere, automatically, the EPC™ network has the potential to create near-perfect supply chain visibility. In this top-line discussion we will examine real-world implications, consumer benefits, business applications, return on investment and the adoption timeline.

11:15 – 11:30 am

**Addressing Consumer Privacy Concerns**

Elliot Maxwell, Fellow, Center for the Study of American Government at Johns Hopkins University and Distinguished Research Fellow with the e-Business Center at Pennsylvania State University

Recognizing the need to understand the public policy implications of the EPC™ technology, the Auto-ID Center established an independent International Public Policy Advisory Council to provide guidance on issues such as privacy, health and safety and security. The Council is global in scope, with members experienced in government, academia, corporate strategy and international diplomacy. Mr. Maxwell is the chair of the Council, and in his presentation will discuss the role of the Advisory Council in engaging – and encouraging – dialogue with corporate leaders, government officials, public interest groups, and others who could influence the development of the EPC™. He will also share recommendations from the Council regarding issues raised by the use of this technology.

11:30 – 12:30 pm

**Business Cases**

Lyle Ginsburg, Partner, Accenture  
Tig Gilliam, Partner, IBM Corporation

Two leading consulting companies have conducted extensive research on the business issues associated with the EPC™. Results of this research, including opportunities to provide value within an organization and cost implications will be shared. Implementation plans, benefits, applications and resource requirements will be reviewed.

12:30 – 2:00 pm

**Luncheon**

Sponsored by Rafsec & MeadWestvaco Intelligent Systems

Luncheon Speakers:

Heinz Ulrich Roggenkemper, Executive Vice President of Development, SAP  
Stratton Sclavos, Chairman & CEO, VeriSign

This working luncheon will include the opportunity to hear about how a major supply chain technology provider and a leading Internet security company envision how the adoption of EPC™ will impact the supply chain. You will also get a “hands on” perspective of the EPC™ by visiting several technology demonstrations where you can discuss applications and implementation with trading partners and Auto-ID Center staff.

2:00 – 2:30 pm

**The Uniform Code Council’s Role in Driving Adoption**

Mike Di Yeso, Executive Vice President & Chief Operating Officer,  
Uniform Code Council, Inc.

As a founding member of the Auto-ID Center, the Uniform Code Council (UCC) has been involved in development of the EPC™ technology since the earliest days of the research effort. Because of the UCC’s solid history in developing and administering global standards, the organization will play a key role in driving adoption of the EPC™ technology. In his presentation, Mr. Di Yeso will share the UCC’s history and outline the organization’s plans for administering the EPC™ standard.

2:30 – 3:00 pm

**What Should You Do Next?**

Dick Cantwell, Chair, Auto-ID Center Board of Overseers & Vice President,  
The Gillette Company.

Dirk Heyman, Chair, Auto-ID Center Technology Board and Global Head, Life Science  
& Consumer Product Industries, Sun Microsystems, Inc.

Learn how your company can take advantage of the EPC™ network. Strategies, resources and next steps will be presented by the industry leaders who provided guidance and support of the Auto-ID Center’s work for the past three years.

3:00 – 3:30 pm

**CEO Address: The Future is Now**

Scott McNealy, CEO, Sun Microsystems, Inc.

3:30 pm

Meeting Adjourns (Demonstrations will continue until 5:00 pm)