

RFID Tribe Launches Its Montreal Chapter

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Business Activity Accelerates with Radio Frequency Identification Community Forum

Montreal, Quebec (August 8, 2007) -- RFID Tribe, a global organization with local chapters, launches its Montreal, Canada chapter.

"RFID Tribe is a vehicle for connecting, communicating and collaborating around RFID technology" said Mark Johnson, RFID Tribe President. "The province of Quebec has an excellent mixture of industry, academia and government organizations with initiatives in RFID and sensor technology. A group like RFID Tribe helps focus the energy" he continued.

RFID Tribe connects individuals with a global organization, allowing them to take advantage of the organization's tools to connect with others, to find experts and to collaborate around RFID technology. Members come from academia, commercial and government sectors representing a broad cross section of disciplines from scientists and engineers to operating management and executives. RFID Tribe has members in more than 65 countries and in more than 500 companies.

Active RFID Tribe chapters hold periodic meetings where participants hear presentations on a broad range of RFID subjects, network and form business relationships. Individuals participate for a variety of reasons, from finding people who understand the technology to discovering funding for their RFID related start up firm. But one thing the members have in common - the desire to help each other navigate the RFID technology landscape. As a result, RFID Tribe is often a catalyst for RFID commercial activity.

Harold Boeck, professor at the Université de Sherbrooke said, "The province of Quebec has a vibrant RFID ecosystem, but in the past its members have been disconnected and unaware of each other. RFID Tribe's online tools allow participants to collaborate with RFID experts around the world".

The Montreal chapter's first meeting is scheduled for September 5, 2007. As the chapter leader, Boeck will lead the first RFID Tribe meeting. The meeting is patterned after meetings in RFID Tribe's other chapters - individuals making connections, hearing presentations, eating a meal together and collaborating. Meeting agenda and details may be found on RFID Tribe's calendar of events at www.rfidtribe.org

The Montreal chapter is Canada's first RFID Tribe chapter. The Montreal chapter joins other new RFID Tribe chapters forming in metropolitan areas. This fall, RFID Tribe will open chapters in Houston, Texas and in India. Individuals interested in collaborating around RFID technology help start new chapters in the cities where they live and work.

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About RFID Tribe:

RFID Tribe, a global organization with local chapters, is the world's association for radio frequency identification (RFID) professionals. The group of industry experts collaborates on RFID and sensor technology, standards, venture capital, products, applications, industry trends, people and events. RFID Tribe serves as an engine for ideas, people and capital.

www.rfidtribe.org

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