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The BRIDGE project delivers a Portable Demonstration to show how EPC/RFID works in real supply chain conditions

Brussels, Belgium, 4 March 2008 – The BRIDGE project (Building Radio frequency IDentification for the Global Environment) is launching an innovative software tool showing how the EPC/RFID network works in real supply chain conditions. This new tool – free to download on the BRIDGE website http://www.bridge-project.eu – is expected to significantly improve the understanding of the EPC/RFID technology and contribute to increasing the use of this technology along European supply chains and beyond.

The software, which can include several participants simultaneously, can be installed on one or several computers. One computer simulates the server (and possibly a client) while the others simulate the clients such as the manufacturer, the distributor and the final client e.g. retailer.

The Portable Demonstration has an inherent database storing information of a simulated supply chain and goods based on 3 business locations and 4 standard pallets thus allowing a fast demonstration start. Beyond this default scenario, the demonstration can be adapted and used on a greater number of computers using actual readers. It can support any number of physical readers simultaneously. A virtual reader is available and can be used in case there is no physical reader connected to the system or if there is a need to use both virtual and physical reader at once.

The EU funded BRIDGE project has launched this portable Demonstration as part of a work package on "Dissemination and Adoption Tools". The portable demo has been developed by GS1 Poland in collaboration with GS1 China.

BRIDGE had already delivered important dissemination tools last year, known as concept animations, short cartoons explaining different areas of implementation of the RFID/EPC technology in the supply chain.

The portable Demo package includes a downloadable software as well as a user manual to get rapidly started. The Portable Demo mainly serves presentation and educational purposes and can be downloaded from the BRIDGE website (http://www.bridge-project.eu/) in the "Public Deliverables" section. The above mentioned concept animations are also downloadable online on the BRIDGE website.

Questions, feed back and comments should be addressed at info@bridge-project.eu

Screenshots of the Portable Demo:

Screenshot 1: Capture of the data from the reader

Screenshot 2: Order picking in the delivery area

Notes to Editors

BRIDGE consortium members:

GS1 Global Office – Consortium Co-ordinator.
Six GS1 Member Organisations – GS1 UK, GS1 Spain, GS1 France, GS1 Germany, GS1 Poland, GS1 China.
Five research laboratories – Auto-ID Lab Cambridge, UK; Auto-ID Lab Fudan University, Shanghai, China; Auto-ID Lab ETH Zurich/St Gallen, Switzerland; Polytechnic University of Catalonia, Barcelona, Spain; Graz University of Technology, Austria.
Eleven solution providers - BT, SAP, AIDA Centre, CAEN, Confidex, AT4 wireless, UPM Raflatac, VeriSign UK, Melior Solutions, Domino Printing Sciences, JJ Associates.
Seven business end users - Carrefour, Nestlé UK, Benedicta, Kaufhof, Sony, Northland, Gardeur.
For more information visit www.bridge-project.eu

The BRIDGE Project

The Building Radio frequency IDentification solutions for the Global Environment (BRIDGE) project is being supported by the European Union's Sixth Framework Programme for Research and Technological Development (FP6) with €7,5 million funding. It is a three year initiative dedicated to research, development, training and demonstration in the effective use of RFID based on EPCglobal standards.

The BRIDGE project focuses on business-based research, provision of information services and hardware (sensors, tags) and software development. This will lead to pilots, deployment and comprehensive training materials in the use of RFID in a variety of business sectors.
In anti-counterfeiting – development of new services in the EPCglobal network will reduce the level of piracy of goods, which is a serious problem in Europe,
In pharmaceuticals - increasing patient safety by improving traceability, and certifying the traceability of pharmaceutical products as they move from the manufacturer to the hospital pharmacy,
In the textile industry – better fulfilment of customers needs by increasing the flow and accuracy of information through a global supply chain,
In food manufacturing processes – reducing waste and stock holding and improving visibility and traceability of products and equipment, thereby improving food safety,
In re-useable assets – improving information exchange and asset management between supply chain partners to effect reduction in losses and costs,
In products in-service – developing systems and processes to increase the reliability of the upgrade, repair and replacement processes throughout the life of many products,
In the retail environment – optimising processes in retail stores in order to increase service to the customer by using RFID on consumer sale units.

This is a great opportunity for Europe to build on a standardised RFID technology for use in global supply chains. The BRIDGE project will help make this happen by contributing to the development of new solutions for all businesses, from small to large. Improving skills and expertise on RFID technology and network information sharing will lead to enhanced competitiveness of European companies and to benefits to customer and citizen.

About the European Union's Sixth Framework Programme for Research and Technological Development (FP6)

The BRIDGE project is funded under the FP6 Information Society Technologies (IST) work programme supporting research into the development of 'Information and Communication Technologies (ICTs) for Networked Businesses'. The strategic objectives of FP6 are to strengthen the scientific and technological bases of industry and encourage its international competitiveness while promoting research activities in support of other EU policies.
ec.europa.eu/research/fp6/pdf/fp6-in-brief_en.pdf