

Lab#ID: a project of technology transfer

in partnership with:



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO
AGRICOLTURA DI VARESE



Regione Lombardia

*Industria, Piccola e Media
Impresa e Cooperazione*



Unione degli Industriali
della Provincia di Varese

<http://labid.liuc.it>

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Why a university laboratory for RFID systems



RFID is a technology...

- showing numerous **potential** applications for companies, but still in evolution
- with an explicit "network effect"
- feasible/fostering supply chain applications or social/territorial relevant ones

A university based laboratory can operate...

- as an efficient technology transfer tool
- with emphasis on managerial issues, recognizing technology as an enabler
- as an observatory for the identification and experimentation of new applications

... hence, despite the adoption of a wide range of different "business models", this is a choice made by several Universities

The current strategy of LAB#ID



- centre of **competences**
- “super partes” - **neutral**
- **no profit**
- operates within a dynamic **network** of different **players**

- LAB#ID
 - is a **facilitator** (instead of an integrator)
 - in a **demand-pull** logic (instead of a technology push)
 - on **technology transfer** activities (instead of research ones)
 - even towards **single organisations** (not only “broad band”)

The initial intuition



Lab#ID as a net system...

Enterprises/Organisations
users of RFId Systems

Enterprises/Organisations
RFId solutions providers

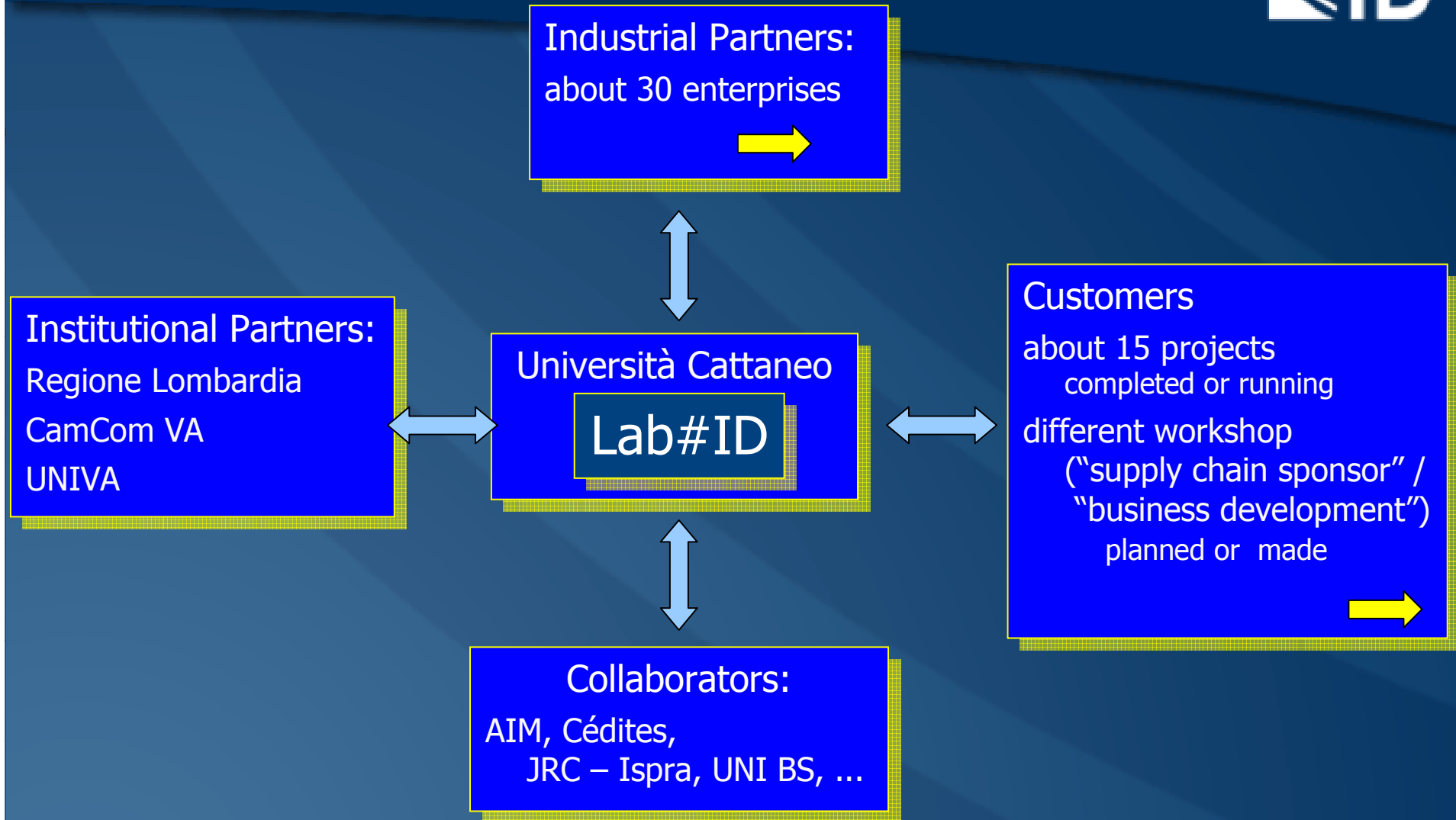
Lab#ID

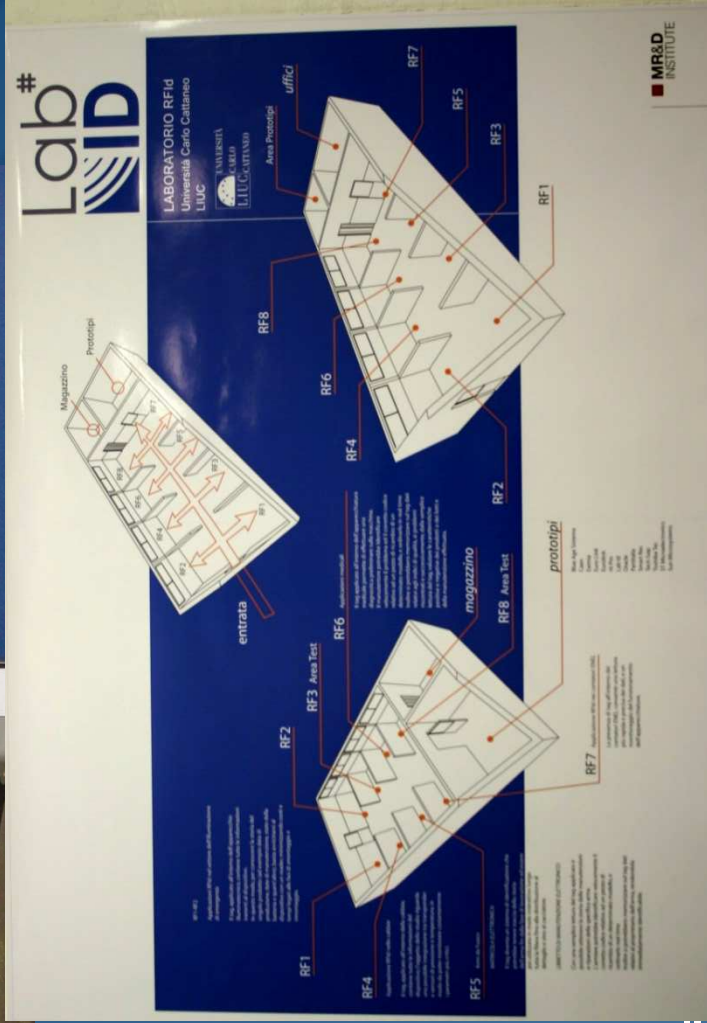
Manufacturers and
providers of RFId
systems

Students

... keeping a neutral role

The realisation





"Use cases" (1)



Lab#ID



Enterprises/Organisations users of RFId systems

Lab#ID performs:

- the analysis of the specific context of a firm, both in terms of technology constraints and customer's business needs to be satisfied with an RFId system
- the design of the general architecture of the RFId system to be implemented
- the tests, both inside the lab, and "on the field" with the aim of evaluating the effective efficiency of the system previously designed
- the identification on the basis of efficiency and efficacy parameters, of the most suitable RFId hardware/system in the context of the application

Lab#ID does not present itself:

neither as a partner to which commit project leadership,
nor as a technology developer or reseller/vendor

“Use cases” (2)



Lab#ID



Enterprises/professionals of RFID solutions

Lab#ID performs :

- the support of the hardware and components selection for the application
- the analysis and definition of the communication protocols used within the system
- support in the execution of tests inside the lab aiming at verifying and fine tuning the interfaces
- training

Lab#ID does not aim at developing ad hoc interfaces between the RFID system and an enterprises information systems, however it supports in terms of infrastructures and competences for those organisations interested in this development

"Use cases" (3)



Lab#ID



RFID systems manufacturers and providers

Lab#ID is a "super partes" context where RFID systems providers and manufacturers can showcase their product and innovative technologies

Lab#ID can also act as an independent organization that can design and perform studies and analysis to improve provider's solutions/applications

"Use cases" (4)



Lab#ID



LIUC Students

Lab#ID is an university laboratory linked to the Engineering Faculty of the Carlo Cattaneo University - LIUC

Its main activities are:

- project works: inside Lab#ID students are faced with training business cases to design and implement a RFid system
- feasibility studies: undergraduate and/or post-graduate students can face real case studies and be involved in in-depth analysis on Lab#ID projects

Industrial partners



Aladinn
Astra Plast
BLUE Age Sistema
CAEN
Euro Link
Eurolink
Eximia
Followme Technologies
Fujitsu-Siemens
GEP
Hi Pro
IBM
Interplast
King
LAB-ID
Lutech
MR&D Institute
MPH

Murata
Oracle
Partitalia
Siemens
Simet
Smart Res
Sochimat
Source Sense
STMicroelectronics
Sun Microsystems
Tech Gap Italia
Toshiba Tech Italia
UPM Raflatac

ESA
HT Stone
MCF RFTech
Tec Italia



Examples of customers' requests



- a) Informations on RFID "topics" (especially preliminary identification of the technological solution and feasibility)
- b) Feasibility study (organisational – costs-benefits analysis and/or technological assessment)
- c) Identification of suppliers
- d) Support during the implementation phase of the pilot and/or on the executive project
- e) Definition of technical specifications and evaluation of applications in call for tenders
- f) Supply chain meetings

Project completed or running



Logistics area

4 projects

Asset Management area

4 projects

Others areas

4 projects

Operations area

4 projects

Healthcare area

4 projects

Information activities



Lab#ID initiatives

Award **RFID Italia Award** 2007/2008



Congress and award ceremony: 10 april 2008

Open day Lab#ID for laboratory partners – 12 march 2008

Lab#ID opening ceremony - 27 february 2007

Speech in congresses held by others

2008 up to day 12 congresses and workshops

2007 7 congresses



Communications activities



Press clippings

2008 (up to day) 100 press articles/web
1 Tv interview

2006/2007 40 press articles/web
1 Tv interview

And many others...articles and press releases