

barcode

card technologies

electronic article surveillance

data communications

RFID

real time locating systems

biometrics

# Turning Technology Into Real-time Opportunity



The Association for Automatic Identification  
and Data Capture Technologies

barcode

The

# Opportunity

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New advancements in automatic identification and data capture (AIDC) technologies are allowing users to capture and manage accurate, real-time data for a wide range of applications in an increasing number of industries. These advancements, combined with recent government mandates, vendor compliance requirements and maturing standards, are now enabling resellers, consumable companies, software developers, OEMs and consultants to expand their opportunities and profit potential like never before.

**Companies that invest the time to learn about new AIDC applications, emerging technologies and how vertical industry initiatives are currently influencing their adoption, will be able to create new product and service offerings that provide a sustainable, competitive advantage.**



AIM Global, the association for automatic identification and data capture technologies, has recently established a North American Chapter to help AIDC organizations capitalize on these emerging opportunities. The North American Chapter, like its counterparts around the globe, will deliver quality, educational and marketing programs and services designed to help new members:

- Keep current on the latest AIDC applications, technologies and standards
- Gain a more thorough understanding of AIDC implementation benefits and end user ROI requirements
- Increase awareness and visibility through advertising, media relations and networking package opportunities

## Membership Benefits

AIM North America is now recruiting new members to participate in a comprehensive educational and industry awareness program. This effort will focus on the most active application areas such as healthcare, security and the retail supply chain.

As a member, your organization will be entitled to a wide selection of benefits including:

## Educational Programs and Marketing Services

- Discounts on selected AIM-sponsored educational events.
- Discounts on publications, educational materials, and standards located in the AIM Store.
- Listing in the AIM Buyer's Guide with inclusion of your company write-up, products, services and contact details. Widely distributed at trade events, universities and corporations.
- Inclusion in the searchable on-line database. A resource widely used by potential customers to locate all types of AIDC solutions, products and services.



- AIM members have direct access to potential customers via the Request For Proposal service. Inquiries received by the association are available to AIM members.
- Free link from the AIM website listing your company home page.
- Access to "Members Only" section of the AIM website which includes such information as Marketing Tools, Presentations, Minutes, Partnership and Business Opportunities, Member Services, etc.
- Discount for participation in regional networking events (the Knowledge and Networking Forum in Europe and the Annual Meeting in North America).
- Download a "Member of AIM" logo in Adobe Photoshop format by visiting the "Members Only" Section, which can be displayed on your stationary, business cards and materials.
- Recognition as an industry leader via your participation in the industry association.

## How To Join

For more information on *turning AIDC technology into a real-time profit opportunity* for your business, contact an AIM Member Services Coordinator at 412-963-8588 or visit [www.aim-na.org](http://www.aim-na.org) to download an AIM North America Chapter Membership Application form.

## About AIM Global

AIM Global is the trade association and recognized world-wide authority on automatic identification, data collection and networking in a mobile environment.

AIM members are providers and users of technologies, systems and services that capture, manage and integrate accurate data into larger information management systems. As a not-for-profit industry organization, AIM's mission is to stimulate the understanding, adoption and use of technology by providing timely, unbiased, commercial-free news and information.



**The Association for Automatic Identification  
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