



# Odette Conference

Gothenburg, Sweden

# Agenda



- Why DASH7?
- The Evolution of the ISO 18000-7 Standard
- The Emergence of the DASH7 Alliance
- Structure of the DASH7 Alliance
- The Goals and Objectives of the DASH7 Alliance
- How to get involved with DASH7
- Questions



# The Challenge



- Interoperability
- Availability of features and functionality
- Single sourcing of tags and readers
- Global acceptance by regulatory bodies



# The Solution



- Step 1: Develop a standard
- Step 2: Adoption of the standard by end users
- Step 3: Adoption of the standard by vendors
- Step 4: Collaboration of end users and vendors on further development of the standard



# Develop a Standard

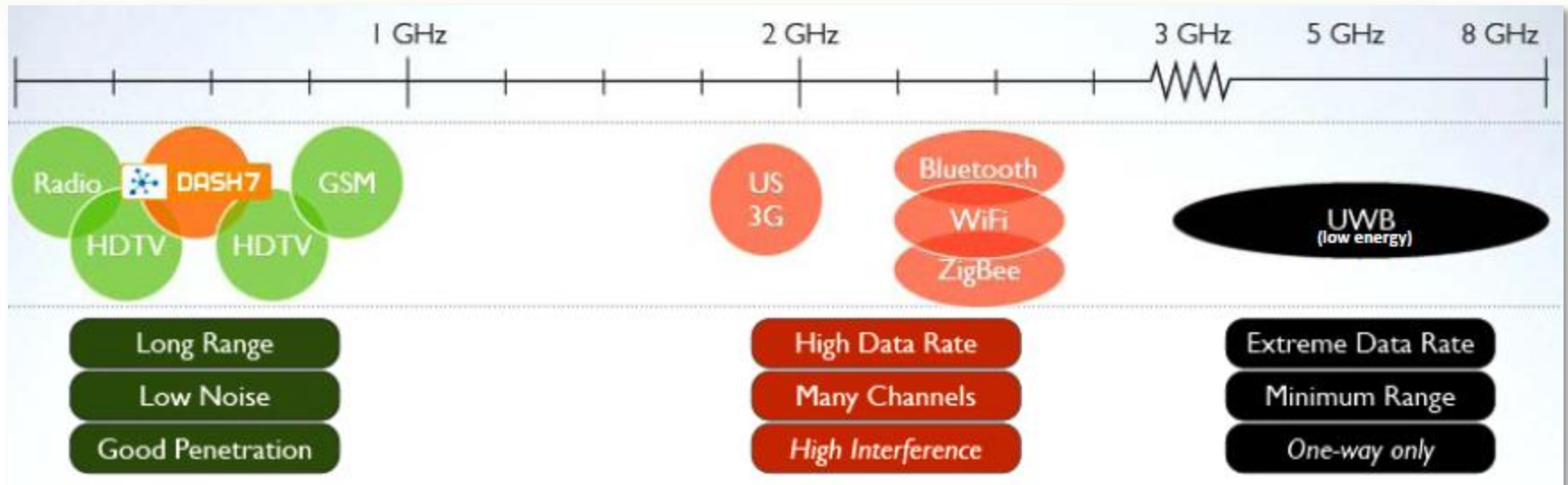


- 1994: Savi proprietary systems in the US Department of Defense (US DoD)
- 2000: US DoD mandate for standard platform (remove single sourcing)
- 2002: Submission to ISO
- 2004: First publication of ISO 18000-7 approved
- 2007: Savi licensing program started
- 2008: US DoD RFID III contract awarded (\$429 Million USD)
- 2009: RFID III contract opened for purchasing
- Today: Beyond the DoD



# What is ISO 18000-7

- Standard for active tags
  - [http://www.iso.org/iso/catalogue\\_detail.htm?csnumber=37978](http://www.iso.org/iso/catalogue_detail.htm?csnumber=37978)
- Frequency: 433MHz



# Frequency Adoption



433 MHz

APPROVED FOR USE  
IN ALL MAJOR  
TRADING NATIONS

# Adoption by End Users



- US Department of Defense



- RFID III contract: \$483 Million USD

- Global supply chain for forward logistics

- (all product shipped out of the US to foreign bases)

- US Department of Energy



- Pilot projects for tracking waste materials

- Lockheed Martin



- KPC



# Adoption by Vendors



- Savi Technology
- Identec Solutions
- Evigia Systems
- RFind Systems
- Texas Instruments
- STMicroelectronics
- Analog Devices



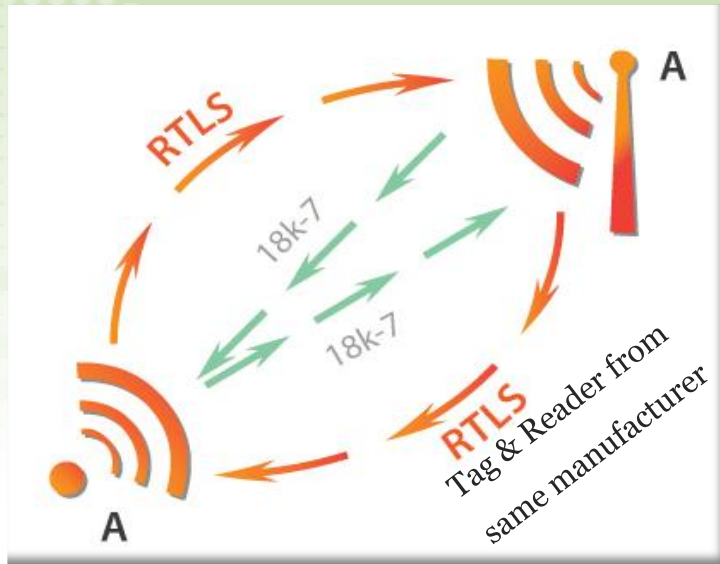
# Collaboration



- The Problem
  - Standardization does not ensure adoption or interoperability
- The Solution
  - The creation of an alliance dedicated to promotion of the standard and creation and adoption of interoperability guidelines that allows for certification of products as being interoperable



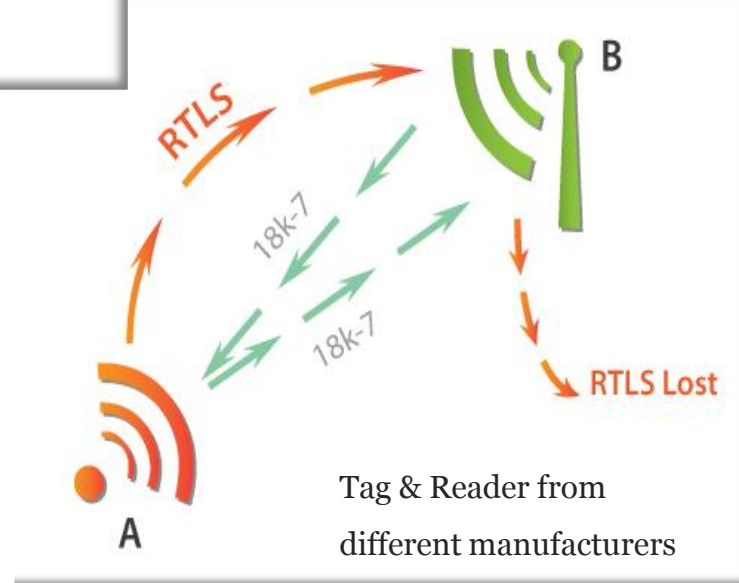
# The Road to Interoperability



- Today
  - All ISO 18000-7 commands are interoperable
  - Extensions are not interoperable

- Extensions

- RTLS
- LF
- Sensors



# The Emergence of DASH7

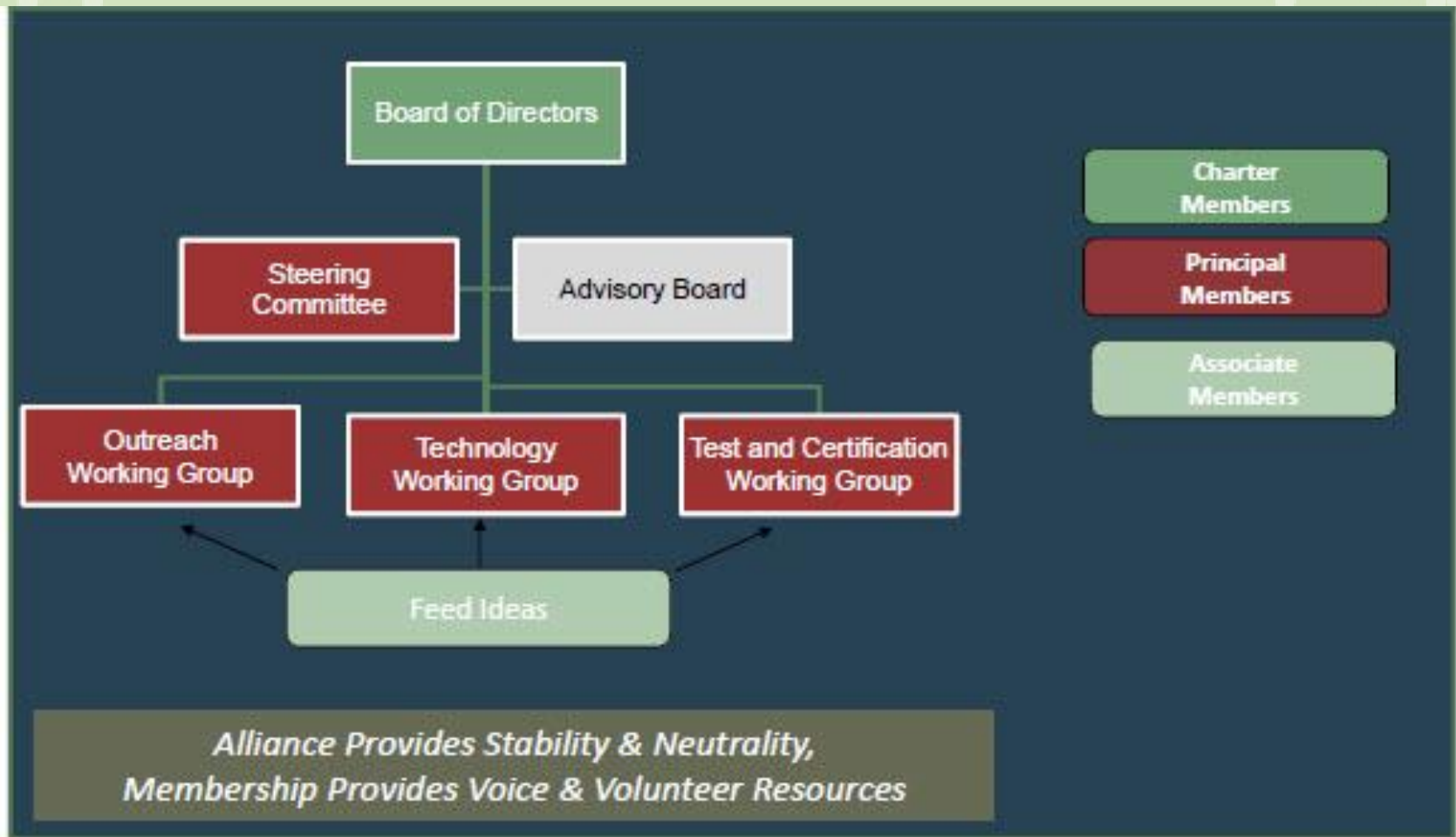


## ■ Goals

- Develop improvements and extensions to the ISO 18000-7 standard.
- Work to ensure that products claiming DASH7™ capabilities comply with DASH7™ specifications.
- Encourage the development of products using DASH7™ technology.
- Educate consumers and enterprises, globally, about DASH7™ technology



# The Structure of DASH7



# Outreach Working Group




- Goal
  - Raise awareness, educate, solicit feedback from end users
  
- Current Focus
  - Increasing membership
  - Raising awareness
    - Webinars / Educational sessions
    - Speaking engagements
    - White papers
    - Social networking



- Goal
  - Define future changes to the standard, then vote as a block within ISO
  
- Current focus
  - OpenTag – open source code for device development
  - Mode 2
    - Meaner / leaner protocol
  - Supporting extensions
    - Sensors
    - LF
    - RTLS

# Test & Certification Working Group

- Goal
  - Define criteria and method for certifying interoperability
- Current focus
  - Finalizing certification process 
  - New submissions to ISO
    - New working item (NWIP) for 18000-7
    - New working item (NWIP) for SC31/WG7
    - Updates for 18047-7
  - Aligning regulatory body requirements
    - FCC, ETSI, ETRI



Questions

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