



OCEN

ORANGE COUNTY
ENTREPRENEURS' NETWORK

IEEE's Orange County Entrepreneurs' Network (OCEN)
Presents:

RFID: An Overview . . .
Technology, Markets & Business Opportunities!

Farhad Mafie, President & CEO of Savant Company Inc.

Abstract: RFID (Radio Frequency IDentification) is revolutionizing the way suppliers, manufacturers, distributors, and retailers track products and inventory by bringing innovative wireless technology and advanced data managing and processing capabilities into their overall operation as part of supply chain management. As semiconductor costs for RFID tags decrease, RFID is being implemented in many new applications from healthcare to the LA marathon and many other unique and innovative applications. This interactive and informative OCEN session is designed for people who are interested in learning about RFID fundamentals (i.e., RFID 101s), the related markets, and its potential business opportunities. This educational session provides you with a highlight of wireless technologies & trends, RFID technology (active and passive tags, readers, etc.), major RFID silicon providers, RFID standard frameworks, RFID-based system-building blocks, who's who in the RFID world, RFID middleware (terminologies, basic concepts & standards), RFID-related mandates by Wal-Mart, DoD, etc., Electronic Product Code™ (EPC), RFID politics & privacy-related issues, and finally some of the new RFID markets and applications (e.g., real products, product considerations & product concepts).

Farhad Mafie is President and CEO of Savant Company Inc., a technology marketing company in Irvine, CA. Savant specializes in marketing and sales of semiconductor IC/IP products, SoC/ASIC services and solutions, as well as providing targeted technical- and business-related training seminars and conferences globally. He has over 20 years of experience in semiconductor and computer businesses and more than 10 years of university-level teaching experience. He is the former Vice President of Marketing and Engineering at Toshiba Semiconductor. He has also worked in strategic marketing, project and design engineering at Lucent Technologies, Unisys, and MSI Data. Farhad has a Master of Science and a Bachelor of Science degree in Electronic Engineering from California State University, Fullerton. He is an author and a translator, and his articles have been published in a variety of journals and Web-based magazines on technology and political affairs. In 2003, he published the biography of Iranian poet and Nobel nominee who lived in exile, *Nader Naderpour (1929-2000), Iranian Poet, Thinker, Patriot*. Farhad is also Editor-in-Chief for the CRC Press SoC Design and Technologies Book Series, which includes (1) *Low-Power NoC for High-Performance SoC Design* and (2) *Design of Cost-Efficient Interconnect Processing Units*. Farhad is an active member of IEEE, and he is the chair of IEEE Orange County Solid-State Circuits Society (SSCS), as well as IEEE Orange County Entrepreneurs' Network (OCEN). He is also a member of two UCI Advisory Committees: Communication System Engineering and Embedded System Engineering Certificate Programs.

Day: Saturday, June 12, 2010

Time: 9:30 am – 11:30 am

Fee: This event is Free for all IEEE, OCEN, and ECSC members as well as those who are exploring joining IEEE, OCEN & ECSC!

Please RSVP: IEEE.OCEN.RSVP@Gmail.com

Address: KMOB, 2040 Main St., Irvine, CA. (Free parking on Saturday)

Address information:

Knobbe, Martens, Olson & Bear (KMOB) Bldg, 2040 Main St., Irvine 92614, Louis Knobbe conference room on the second floor. For Directions and Maps see the KMOB web site at http://www.kmob.com/offices_irvine_map.htm#map. The building entrance and parking structure are on the back side of the building. Follow signs to the 2040 entrance (there is no parking on Main St.). For GPS or Google Map junkies, the GPS coordinates are 33.682383, -117.852565.