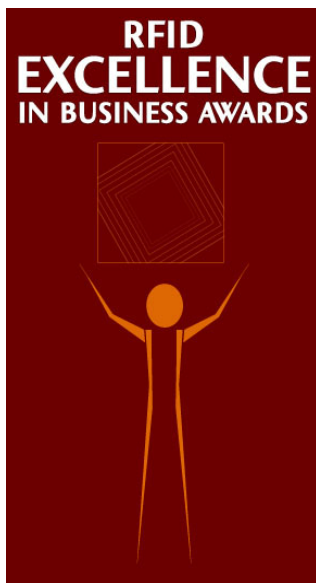


# RFID Revolution™



## For Immediate Distribution

RFID Revolution contact – Leslie Downey, Principal, 1.301.589.9791

## RFID Revolution Unveils Powerful RFID Learning Tool Which Way Would **You** Rather Learn?

Dallas, Texas - March 26, 2007 – RFID Revolution, LLC announces “**RFID Essentials**,” a groundbreaking suite of e-learning courses designed to help people *really learn* about radio frequency identification (RFID) technology and applications. **Course 1, “Introduction to RFID,”** delivers a solid understanding of RFID technology, selected applications, and the marketplace—all in a compact four hours. Three industry-recognized experts developed this series of thoughtful, highly interactive, and animated courses to help people of diverse backgrounds and skill levels understand RFID and put it into action. Since **RFID Essentials** is available over the Web, students can proceed at their own pace and schedule, from the convenience of their office, home, or local coffee shop.

“People learn best by doing,” says Leslie Downey, RFID Revolution’s founder. “A lot of classroom training, webinars, and corporate e-learning constitute a passive, boring experience that puts learners to sleep. **RFID Essentials** involves the participant every step of the way.”

**RFID Essentials Course 1, Introduction to RFID**, is perfect for professionals and managers in a broad range of disciplines and businesses who want an up-to-date, comprehensive, vendor-neutral introduction to RFID without spending days or weeks reading or sitting in a classroom. “We’ve presented the material in novel ways, and, would you believe? A lot of it is fun!” says Downey. “That makes it memorable.”

At RFID World, RFID Revolution is offering a preview of Course 1. Additional courses soon to follow are “**Implementing RFID in the Supply Chain**” and “**Automatic Identification Technologies, Applications, and Standards.**”

Three of the industry’s leading experts have developed the content. Dr. Dan Dobkin, a 20-year consultant, teacher, and researcher in applied physics, was the primary contributor to Course 1. “Dan not only knows the physics of RFID, but can explain and illustrate it in creative ways the non-physicist can grasp,” says Downey.

Louis Sirico, founder of RFIDWizards.com and industry-recognized RFID innovator, draws from his rich experience designing and implementing RFID and logistics systems for Fortune 1000 companies to assist Course 2 students to plan for RFID in their own companies.

In Course 3, Craig Harmon, President, Q.E.D. Systems, and globally recognized automatic identification standards expert, explains the differences between the major automatic identification technologies, such as RFID and bar codes; how best to apply them; and the standards that have been or are being developed to ensure that each can be used worldwide.

**RFID Essentials** will be offered to both single users and corporations wishing to purchase site licenses. For more information, go to [www.rfidrevolution.com](http://www.rfidrevolution.com).

**About RFID Revolution, LLC ([www.rfidrevolution.com](http://www.rfidrevolution.com))**

RFID Revolution provides RFID education and market strategy consulting services. Its new **RFID Essentials** e-learning courseware offers a compelling, yet affordable learning experience to thousands of professionals from a range of disciplines worldwide.

RFID Revolution offers market strategy consulting services to companies with emerging RFID solutions; and also provides market research and briefing services to associations, government agencies, investment firms, and law firms seeking to better understand the radio frequency identification marketplace. The firm is based in the Washington, D.C. area.

RFID Revolution is proud Co-Founder and Administrator of the RFID Excellence in Business Awards at RFID World 2007, an industry first in North America.

To learn more, please visit [www.rfidrevolution.com](http://www.rfidrevolution.com) or call 301-589-9791.

# # #