

***Your Success  
Is Our  
Success!***

***TIRIS*** *Technology by  
Texas Instruments™*

*Value-Added Reseller Conference*

**Conference Program**

**Amsterdam, The Netherlands**

**8-10 May 1996**

# The 1st Annual **TIRIS VAR Conference**

## Agenda

### 8 May

- 1700-1800** Customer registration. Pick up conference packet. off Lobby  
**1900-2000** Cocktail reception. Admiralty Room  
**2000-2300** TIRIS-sponsored dinner. Council Chamber

#### *Introductions*

Noel Middleton, TIRIS Business Development Manager-Europe and Asia

#### *Speakers*

Carl Sheffer, Worldwide TIRIS Manager  
John Scarisbrick, President, TI Europe

### 9 May

*Breakfast on your own.*

- 0830-0915** General session. Council Chamber

#### *Speaker*

Noel Middleton, TIRIS Business Development Manager-Europe and Asia  
"The Evolution of TIRIS: 1989 to 1996"

- 0930-1215** Technical and business presentations. Aldermans / Burgomaster

**0930-1015** Sessions 1A and 1B

**1030-1115** Sessions 2A and 2B

**1130-1215** Sessions 3A and 3B

- 1230-1345** Lunch. Council Chamber

- 1400-1645** Technical and business presentations. Aldermans / Burgomaster

**1400-1445** Sessions 4A and 4B

**1500-1545** Sessions 5A and 5B

**1600-1645** Sessions 6A and 6B

- 1400-1800** Exhibits and demonstrations. Council Chamber

- 1800** Adjourn.

*Independent dinner plans.*

# The 1st Annual **TIRIS VAR Conference**

## **Agenda**

### **10 May**

*Breakfast on your own.*

- |                  |   |                                |
|------------------|---|--------------------------------|
| <b>0830-0915</b> | General session.  | <b>Council Chamber</b>         |
|                  | <i>Speaker</i><br>Rex Beckett, TIRIS Strategic Marketing Manager<br>“Looking Forward to New Products”             |                                |
| <b>0930-1215</b> | Technical and business presentations.   | <b>Aldermans / Burgomaster</b> |
|                  | <b>0930-1015</b> Sessions 7A and 7B<br><b>1030-1115</b> Sessions 8A and 8B<br><b>1130-1215</b> Sessions 9A and 9B |                                |
| <b>0930-1400</b> | Exhibit area open.  | <b>Council Chamber</b>         |
| <b>1230-1330</b> | Buffet lunch.   | <b>Council Chamber</b>         |
| <b>1400</b>      | Adjourn.  |                                |

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# The 1st Annual TIRIS VAR Conference

## 9 May Presentations

Aldermans		Burgomaster	
<b>1A</b>  <b>0930 to 1015</b>	<b>LLS (Lock Location System) and Its Application at the Giulianova Fish Auction</b>  Using the TIRIS Reader as a shared card reader, with an explanation of the sharing algorithm, in a successful installation.  <b>Speaker:</b> Leopoldo Franceschini, <i>President, EXTEL S.r.L. Engineering, Italy</i>	<b>1B</b>  <b>0930 to 1015</b>	<b>Vehicle Fleet Management in the Sugar Cane Industry—Land to Office Data Transference Automation</b>  Presents an application profile of commercial vehicle tracking in the sugar cane industry for the purposes of improving productivity and efficiency in logistics processes.  <b>Speaker:</b> Claudio Roberto Barreto Viana, <i>Commercial Manager, AEROELECTRONICA S.A., Brazil</i>
<b>2A</b>  <b>1030 to 1115</b>	<b>A Flexible Solution Toolkit for Designing Access Control Systems with TIRIS</b>  Product solutions called Argos provide the ability to build many kinds of access systems, ranging from a single standalone terminal to multi-terminal system linked worldwide through the Internet. Some topics covered are: protocols, controller modifications, system maintenance software, issuing “keys”, system logs, graphical and voice interfaces and remote diagnostics.  <b>Speaker:</b> Rein Haavel, <i>Managing Director, Ektaco Ltd., Estonia</i>	<b>2B</b>  <b>1030 to 1115</b>	<b>Application of Personal Access Systems in Korea</b>  This company will describe and demonstrate the integration of the MicroReader for personal access control systems through building doorways, and describe a “traffic card” system project in Pusan, Korea.  <b>Speaker:</b> Hack Beom Yoon, <i>President, KD Electronics, Korea</i>
<b>3A</b>  <b>1130 to 1215</b>	<b>Contactless Lock Systems—The Dialock System</b>  Presents The Dialock System—a solution for electronic locks that allows handsfree access to hotel rooms, banks, etc. The session covers how the application has been implemented and what benefits are derived by the customers—such as increased security, flexibility with different authorization levels, and cost savings.  <b>Speaker:</b> Rheinhard Kaltenbach, <i>Marketing &amp; Export Manager, SPHINX Elektronik, Germany</i>	<b>3B</b>  <b>1130 to 1215</b>	<b>TIRIS Competitors and Competing Technologies</b>  Provides an overview of TIRIS competitors in the marketplace, including what makes TIRIS different—competitive advantages. The presentation also touches on other technologies, such as Smart Cards as a new competitive threat.  <b>Speaker:</b> Chris Hook, <i>TIRIS Strategic Marketing, Texas Instruments, England</i>

# The 1st Annual TIRIS VAR Conference

## 9 May Presentations

Aldermans		Burgomaster	
<b>4A</b>	<b>Airport Equipment Fueling and Locator Systems</b>  Describes TIRIS as used to identify airport vehicles for automatic, unmanned fueling, and as coupled with a GPS system, for equipment tracking and locating.  <b>1400 to 1445</b> <b>Speaker:</b> Adrian Tilroe, <i>Managing Director, ROTIL, B.V., The Netherlands</i>	<b>4B</b>	<b>Controlled Access to a Military Facility</b>  This session presents an access control application for vehicles, personnel, and visitors to a military site. The installation includes a combination of different TIRIS transponders. The presenter will also discuss his experience with producing custom antennas, the TIRIS Bus Protocol, using RS-422 communication, and the application software developed and in use.  <b>1400 to 1445</b> <b>Speaker:</b> Hursel Kendir, <i>General Manager, (ETA) Elektronik Tasarim San, Turkey</i>
<b>5A</b>	<b>Around the World Advanced Sports Timing</b>  Gives you a description of how this company has used TIRIS to develop the most successful sports timing system for competitors, such as runners and cyclists. The system is being used in 1996 for major races around the world such as the Boston Marathon and the Los Angeles Marathon.  <b>1500 to 1545</b> <b>Speaker:</b> Wim Meijer, <i>Managing Director, Championship B.V., The Netherlands</i>	<b>5B</b>	<b>EAS—New Dimensions in Anti-Shoplifting Solutions</b>  This presentation describes the use of TIRIS in security applications, protecting valuable assets and preventing theft. It includes a live demonstration of the system.  <b>1500 to 1545</b> <b>Speaker:</b> Werner Seeger, <i>Managing Director, EAS Deutschland GmbH, Germany</i>
<b>6A</b>	<b>TIRIS New Products Review</b>  Join us for a review of the new products TIRIS has just released, such as the 2-channel and 4-channel Multiplexor, the Dynamic Auto Tuning Module, the Inductness Expansion Module, the Power RFM, the Remote RF Module, the Series 2500 Reader, and the new Metal-Mount Transponder.  <b>1600 to 1645</b> <b>Speaker:</b> Martin Koenigbauer, <i>TIRIS Product Marketing, Texas Instruments, Germany</i>	<b>6B</b>	<b>Custom Antenna Design</b>  This is a semi-technical discussion that presents guidelines and tips for designing your own antennas. Included is a description on how to balance the important parameters, such as dimensions, inductance, environment robustness, to achieve a target read range. Also included is information on the recommended materials to use.  <b>1600 to 1645</b> <b>Speaker:</b> Allan Goulbourne, <i>TIRIS Technical Support Manager, Texas Instruments, England</i>

# The 1st Annual TIRIS VAR Conference

## 10 May Presentations

Aldermans		Burgomaster	
<p><b>7A</b></p> <p><b>0930 to 1015</b></p>	<p><b>Trolley-Monitoring Applications in the Food Industry</b></p> <p>Presents an overview of a system adopted by UK supermarkets for tracking customer trolleys (shopping carts) within stores. The session looks at system design and customer benefits in the areas of security, operations efficiency and assets management.</p> <p><b>Speaker:</b> Dorian Wiskow, <i>Managing Director, Secure Solutions, England</i></p>	<p><b>7B</b></p> <p><b>0930 to 1015</b></p>	<p><b>TIRIS Competitors and Competing Technologies</b></p> <p>Provides an overview of TIRIS competitors in the marketplace, including what makes TIRIS different—competitive advantages. The presentation also touches on other technologies, such as Smart Cards as a new competitive threat.</p> <p><b>Speaker:</b> Chris Hook, <i>TIRIS Product Marketing, Texas Instruments, England</i></p>
<p><b>8A</b></p> <p><b>1030 to 1115</b></p>	<p><b>TIRIS High Frequency ID System Used Initially for Electronic Toll Collection</b></p> <p>A semi-technical overview of the 915 MHz toll collection system installed at California and Massachusetts sites. Describes the system components, the backscatter technique used, and the system's functions and features. Previews of other potential markets for the system included.</p> <p><b>Speaker:</b> Anne Tip, <i>Manager of Engineering and Operations, Texas Instruments TIRIS, United States</i></p>	<p><b>8B</b></p> <p><b>1030 to 1115</b></p>	<p><b>Developing Custom Software for the Series 2000 Reader</b></p> <p>Presents the application development environment for developing custom software for the Series 2000 Reader. This technical presentation shows how to create a standalone application. It includes the use of the KEIL compiler and the TIRIS Software Development Kit.</p> <p><b>Speaker:</b> Henk Dannenberg, <i>Senior Application Engineer, Texas Instruments, The Netherlands</i></p>
<p><b>9A</b></p> <p><b>1130 to 1215</b></p>	<p><b>The Synchronization of TIRIS Readers</b></p> <p>A discussion of different approaches to synchronization, including the pros and cons of when to use different techniques. Includes S2000/S2500 reader configurations with applications and examples.</p> <p><b>Speaker:</b> Martin Koenigbauer, <i>TIRIS Product Marketing, Texas Instruments, Germany</i></p>	<p><b>9B</b></p> <p><b>1130 to 1215</b></p>	<p><b>TraffID—A New Approach for Flexible Traffic Control</b></p> <p>This session presents a case study of vehicle identification for access control and management of taxicabs at Arlanda Airport in Stockholm, Sweden.</p> <p><b>Speaker:</b> Stefan Nilsson, <i>Managing Director, Traffic Identification Systems AB, Sweden</i></p>

# The 1st Annual **TIRIS VAR Conference** **Directory**

## **Aeroelectronica S.A., Brazil**

Phone: +55•51•361•1222

Focuses on automatic identification in fleet management, logistics and livestock applications.

## **Alfi Srl., Italy**

Phone: +39•32•190 276

A system integrator for skilift access applications with many installations already in Northern Italy. Developed Sistema Skippo.

## **Allflex Europe S.A., France**

Phone: +33•1•44•51 62 82

Sells products for tracking, registering and managing livestock and other animals. Worldwide leader in ear tags.

## **Ankerslot B.V., Holland**

Phone: +31•242 9190

Focus on developing electronic doorlock systems.

## **Atex Electronics S.A., Greece**

Phone: +30•1•902•2003

Distributes a wide variety of electronic products, including Texas Instruments semiconductors and TIRIS.

## **Atik, France**

Phone: +33•1•41•38 60 70

Pole and tree tagging with emphasis on portable data capture.

## **BTG Engineering B.V., Holland**

Phone: +31•7867•63190

Engineering services company that develops vehicle and container navigation systems for intermodal shipping ports.

## **ChampionChip, Holland**

Phone: +31•2436•01172

Developed the most successful sports timing system based on TIRIS. Solution is in use worldwide for such races as the Boston Marathon, the Los Angeles Marathon and many races in Europe.

## **Cipam Identification Automatique, France**

Phone: +33•73•26 95 16

Process automation.

## **Coal Control, Germany**

Phone: +49•21•03•951 882

Systems integrator for identification systems in the mining industry.

## **Computer Praxis KFT, Hungary**

Phone: +36•46•412 084

Farm management systems using electronic ID. Electronic identification of zoo animals and open range horses.

## **Contrack/Tagtech, United Kingdom**

Phone: +44•1844•353 993

Integrates and supplies systems for the brewing and logistics industry. Specializes in systems tracking containers.

## **Datatech, Finland**

Phone: +35•86•44•846 140

Handheld readers/farm management.

## **Davis Derby Ltd., United Kingdom**

Phone: +44•1332•341 671

Systems and equipment suppliers to the mining and petrochemical industries, with extensive knowledge of systems for hazardous atmospheres. Also supplies systems for the distribution industry and vehicle tracking.

## **EAS Deutschland GmbH, Germany**

Phone: +49•0•772•173 0240

Electronic article surveillance.

## **Ektaco Ltd., Estonia**

Phone: +37•2•654 2150

Designed and markets Argos—a toolkit of products used to configure TIRIS-based access systems. Systems can range from using one standalone terminal to using

# The 1st Annual **TIRIS VAR Conference** **Directory**

a system with hundreds of terminals worldwide, tied together through the Internet.

## **EST AB, Sweden**

Phone: +46•31•933 117

## **Eurosecurity, Belgium**

Phone: +32•522 10336

Personal access/security.

## **EXTEL S.r.L., Italy**

Phone: +39•49•807 7466

Designs and manufactures access control systems for people and vehicles using RFID.

## **Feenstra - Innotech B.V., Holland**

Phone: +31•5136•36754

Engineering services company.

## **Frame Engineering, Holland**

Phone: +31•4185•61270

Engineering services company.

## **Fullwood B.V., Holland**

Phone: +31•3435•90500

Farm management.

## **Garny Sicherheitstechnik, Germany**

Phone: +49•6105 93901

TIRIS systems integrator for bank security systems.

## **Gesimpex Comercial, Spain**

Phone: +34•3•487•9438

Distributes all TIRIS products in Spain. Target markets: Livestock and Access Control. Products: Basic low-cost hand reader.

## **Global Tech. Co., Ltd., Japan**

Phone: +81•6•885 1112

Systems integrators.

## **Hokofarm B.V., Holland**

Phone: +31•5272•41265

Develops and markets automation systems for farm management.

## **Insentec, Holland**

Phone: +31•5272•41265

Farm management.

## **ISIS ( International System Information Services), Korea**

Phone: +82•2•761 0003

Focuses on the access/security market and parking/fleet management. A subsidiary of IBM Korea.

## **Italtel Telesis, Italy**

Phone: +39•2•43881

Designs and engineers integrated systems for various applications, such as traffic and transport management in urban and extra-urban areas, building automation and environmental monitoring.

## **i2R-Ideas to Reality Ltd., United Kingdom**

Phone: +44•1509•213 141

Designs, develops and supplies immobiliser systems for the automotive industry. Customers include car manufacturers and after-market suppliers.

## **JMW Systems Ltd., United Kingdom**

Phone: +44•1314•403 633

A leading integrator of traffic control systems. Specialist experience in fuel management and traffic light control systems.

## **Kyung Duck Electronics, Inc., Korea**

Phone: +82•2•485 3233

A leading manufacturer of card readers and terminals. Also focuses on doorlock access applications with the TIRIS Micro-Reader.

## **Labko AB, Finland**

Phone: +35•83•128 55111

Industrial automation.

## **Logistic & Software, Germany**

Phone: +49 2103 36 1927

Focuses on automated logistics systems, such as tracking beer kegs through the supply chain.

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## **Micro Design AS, Norway**

Phone: +47•73•826 500

Access control on boats.

## **Newtis, France**

Phone: +33•1•60•05 00 44

Process automation and access control.

## **Nissei Sangyo, Japan**

Phone: +81•3•3504•7882

Sports timing applications.

## **Oxley Systems Ltd., United Kingdom**

Phone: +44•1539•558 825

Supplies infant security systems used in maternity areas of UK hospitals. Also supplies handheld readers to the logistics and livestock industries.

## **PEC-Cardax, New Zealand**

Phone: +64•6•327 8189

Focuses on access control systems. Developed several models of plug-n-play TIRIS readers for this market.

## **R&D Security Manufacturing Ltd., United Kingdom**

Phone: +44•1708•453 465

Integrates and installs high quality access control systems to blue chip client companies.

## **Recognition Asset Management, United Kingdom**

Phone: +44•1619•290 654

Focuses on personnel access control and client asset database management systems.

## **RFID Components, United Kingdom**

Phone: +44•1234•840 102

Distributes TIRIS products in the UK. The company holds inventory locally and provides support services.

## **Rotil B.V., Holland**

Phone: +31•1186•28515

Fuel management and commercial vehicle tracking, for instance, for airports.

## **Secure Solutions Ltd., United Kingdom**

Phone: +44•1925•444 835

Supplies management information systems to the food retail industry. Current products cover customer queue management, theft prevention and resource management tools.

## **SF Products, Holland**

Phone: +31•7861•95222

Leading supplier of transportation passenger information signs. Integrated TIRIS for bus tracking linked to passenger information.

## **Shinsho Corporation, Japan**

Phone: +81•3•3276•2271

The company's major focus in RFID is FIA and personal access.

## **Sintel van der Hoorn, Italy**

Phone: +39•49•870 3242

Has installed many vehicle access systems for handsfree parking and city center access. Also designs and sells personnel access systems based on TIRIS.

## **SIRIT Technologies, Canada**

Phone: +905•940•4405

Focuses on auto ID for vehicle access, such as automated parking and barrier-based toll collection. Developed system called *Hands Free* that includes the SIRCON IV reader.

## **SPHINX Elektronik, Germany**

Phone: +49•7681•47080

Contactless lock systems for hotels and safes.

## **Spoerle, Germany**

Phone: +49•6•103•304 425

Distributes Texas Instruments' semiconductor products as well as TIRIS products.

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## Directory

### **Sunion Enterprise Corp., Taiwan**

Phone: +886•2•727•5252

The company was established in 1991. Its target markets are RFID equipment and systems for personnel and vehicle access.

### **Syscom, Holland**

Phone: +31•3844•45033

Logistics.

### **Target A.S., Turkey**

Phone: +90•312•441•5682

Primary systems integrator for TIRIS in Turkey, beginning with personnel access systems and expanding to other opportunities.

### **Tesc Ind. & Com. Ltda., Brazil**

Phone: +55•51•361•1222

Focuses on vehicle identification.

### **Titze Datentechnik GmbH, Germany**

Phone: +49•0•7159•92360

Access control for individuals and vehicles, including time collection systems.

### **Topcontrol, Italy**

Phone: +39•47•1272 827

A system integrator operating in various fields, such as waste management for truck access and identification of tanks, as well as access control applications.

### **TraffID Systems ID, Sweden**

Phone: +46•87•305 335

Vehicle access and management systems, for instance, a taxi and management system at Stockholm Airport.

### **Triple-I, Holland**

Phone: +31•5785•75565

Personal access control.

### **Unidata Automacao, Brazil**

Phone: +55•31•351•8030

Focuses on fuel dispensing, access control and logistics systems.

### **VHF Technologies Pte. Ltd., Singapore**

Phone: +065•741•2382

TIRIS is integrated primarily for carpark access.

### **VSK NV/SA, Belgium**

Phone: +32•0•56•219 951

Safety and security systems including access control, time monitoring and fire protection systems.

### **Wallstreeter, Germany**

Phone: +49•040•554 9170

Markets automobile antitheft immobilizer systems that include the TIRIS transponder mounted in keys and on key rings.