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Industry Seminar

Trends in Automatic Identification & data capture (AIDC) industry: RFID, IOT, Blockchain, AI... how they are going to integrate?

Dr. Anna Pui Yi Lau
Laxcen Technology (Singapore/Hong Kong)

Date: 16 July, 2021

Time: 04:00 pm to 04:45 pm (Hong Kong, UTC+8:00)

(A 30-minutes brief networking session will follow the seminar for interested participants)

Venue: Online

Registration link: <https://events.vtools.ieee.org/event/register/276634>

Abstract

Automatic Identification and Data Capture (AIDC) technologies are a diverse family of technologies that share the common purpose of identifying, tracking, recording, storing and communicating essential business, personal, or product data. In most cases, AIDC technologies serve as the front end of enterprise software systems, providing fast and accurate collection and entry of data. AIDC technologies included barcodes, RFID, IOT. Multiple AIDC technologies are often used in combination to provide enterprise-wide solutions to business issues such as integration of blockchain and AI.

In this seminar, trends in AIDC technologies from industry view will be addressed and examples of applications and challenges will be presented.

Biography



Dr. Anna Pui Yi Lau is CTO of Laxcen Technology, CEO of the firm's subsidiaries in both Hong Kong and Singapore, and an expert in Radio-frequency identification (RFID) and antenna technology. She is a board member of AIM Global, which is an international industry association with 50 years history that connects, standardizes, and advances automatic identification technologies included RFID, IOT, Blockchain and Data capture. She is the founder and President of AIM Asia covering its chapters in China, Japan, Korea, India and other Asian regions.

Dr. Lau serves as an Associate Editor of IEEE Journal of RFID, Vice President of IEEE council on RFID for global membership services, IEEE CRFID Distinguished Lecturer program chair, and the former Chairperson of the IEEE RFID Singapore Chapter. Previously Dr. Lau was the Scientist of A*STAR, a governmental institute in Singapore, and the technical director of Invengo Technology. She received her Bachelor, MPhil and PhD from Electronic and Engineering Department of City University of Hong Kong, with

15 patents registered and over 30 articles published in scientific journals.

Laxcen Technology is a leading supplier of IOT products and solutions to over 1500 customers from over 50 countries, founded in Hong Kong, 2012. Its products include robotics, NFC and RFID hardware, tags and solutions for libraries, apparel, aviation, retail, logistics, supply chain and etc.

*** ALL ARE WELCOME ***

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