



News

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Contact: Karen Lauritsen
(805) 756-7549; klaurits@calpoly.edu

Leading Expert to Discuss Radio Frequency Identification April 20 at Cal Poly

SAN LUIS OBISPO — Mark Roberti, founder and editor of RFID Journal, will discuss “Living with an Internet of Things: Radio Frequency Identification and Our Future,” from 10:30 a.m. to noon Monday, April 20, in Kennedy Library’s second floor café lounge at Cal Poly.

Many believe that radio frequency identification (RFID) will, in the near future, radically transform information technology and the way business is conducted. It allows companies to track and manage parts, containers, tools, finished goods and other real-world objects in real time, with little or no human intervention.

Roberti is considered one of the world’s leading RFID experts. In his presentation, he will put these new technologies into the context of our daily lives, explain why he believes mass adoption is just around the corner, and reveal opportunities for entrepreneurs and technologists.

Attendees will have an opportunity to experiment with RFID technologies during a hands-on meet-and-greet before the event. Industrial engineering student Raj Parekh will join Roberti in conversation.

The event is one of a series in Kennedy Library’s Open Science Café student competition. The April 20 event is hosted by industrial engineering student Robert Garlinghouse.

“Dr. Tali Freed, advisor of the RFID club, suggested at one of our meetings that we submit an application to Open Science Café,” Garlinghouse said. “The members of the club, including myself, were excited about the idea and began brainstorming what the topic of the event should be. Collectively, we landed on the ‘Internet of things’ because we believe it’s something that will interest a lot of people.”

Partners for this event include RFID Technology Alliance Club, College of Engineering, Cal Poly Entrepreneurs, and the Cal Poly Center for Innovation and Entrepreneurship.

The event is free and open to the public.

Open Science Cafe is intended to empower students to create their own Open Science Café event with the researcher or creative leader of their choice. Students gain project management experience from start to finish with a mentor. The event can relate to any discipline; it doesn’t have to be about science. In addition to the \$3,000 event budget, students receive \$500 for their leadership.

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