



XIO Strategies, Inc

XIO Strategies Provides Communications Support to EPCGlobal

On the web: www.xiostrategies.com/news.html

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McLean, VA — February 3, 2006 — XIO Strategies has been selected to provide communications and marketing support to EPCglobal Inc., XIO President & CEO Mary Ann Wagner announced today. EPC — or Electronic Product Code — is a unique number that identifies a specific object (item, case, pallet, location, etc.) in the supply chain. EPCglobal, established 1 November 2003, administers electronic product codes and develops EPC industry standards for RFID technology. A universal, open standard is essential for identifying products and sharing information. The EPC was established to achieve key business objectives such as out-of-stock reduction, counterfeit prevention, supply chain optimization, asset management, and regulatory compliance.

Noteworthy is that the technology standards mandated by DoD are the same passive technology standards used by major commercial outfits such as Best Buy, Wal-Mart, and Coca-Cola. In addition, DoD has created its own data construct based on EPCglobal specifications, which are also International Standards Organization (ISO) compliant. XIO is providing communications and marketing support for major EPCglobal events to foster acceptance and create visibility for EPCglobal standards. XIO has expertise in Automatic Identification Technologies (AIT), including RFID and Unique Identification (UID). XIO offers consulting services in supply chain management, change management, communications strategies, strategy design and development, technology implementation and support, program and project management, and marketing and sales communications.

For more information, please visit us on the Web at www.xiostrategies.com. EPCGlobal is a joint venture between GS1 (formerly EAN International) and GS1 US™ (formerly the Uniform Code Council, Inc.®). EPCglobal leverages nearly 30 years of successful partnering with industry. EPCglobal is a neutral, consensus-based, not-for-profit standards organization. For more on EPCglobal, visit www.epcglobalinc.org.