

AGENDA

MONDAY, JUNE 21, 2004



RADIO FREQUENCY IDENTIFICATION: APPLICATIONS AND IMPLICATIONS FOR CONSUMERS

8:30 - 8:45 a.m. *Opening Remarks*

J. Howard Beales, III, Director, Bureau of Consumer Protection, Federal Trade Commission

8:45 - 9:30 a.m. *Panel 1: The ABCs of RFID*

Moderator:

Julie Brof, Staff Attorney, Northwest Region, Federal Trade Commission

Panelists:

Manuel Albers, Director, Business Development for Identification Products,
Philips Semiconductors

Dr. Daniel Engels, Director, Auto-ID Labs, MIT University

Sue Hutchinson, Product Manager, EPCglobal US

9:30 - 9:45 a.m. *Break*

9:45 - 11:45 a.m. *Panel 2: Current and Anticipated Uses for RF Technology*

Moderators:

Lyle Ginsburg, Managing Partner, Technology Innovation, Accenture

Charles Harwood, Director, Northwest Region, Federal Trade Commission

Panelists:

William Allen, Marketing Communications Manager, Texas Instruments RFID Systems

Ken Fishkin, Researcher, Intel Corporation

Simon Langford, Manager of RFID Strategy, Wal-Mart Stores, Inc.

Paul Rudolf, Senior Advisor for Medical and Health Policy, U.S. Food and
Drug Administration

Peter E. Sand, Director of Privacy Technology, U.S. Department of Homeland Security

Lee Tien, Senior Staff Attorney, Electronic Frontier Foundation

Britt Wood, Senior Vice President of Industry Relations, Retail Industry Leaders Association

11:45 a.m. - 12:00 p.m. *Remarks*

Mozelle W. Thompson, Commissioner, Federal Trade Commission

12:00 - 1:00 p.m. *Lunch*

1:00 - 3:00 p.m. Panel 3: Implications of RFID Use for Consumers

Moderators:

Ellen Finn, Staff Attorney, Division of Financial Practices, Federal Trade Commission
Frederick C. (Ted) Livingston, Privacy Consultant

Panelists:

Mallory Duncan, Senior Vice President and General Counsel, National Retail Federation
Beth Givens, Director, Privacy Rights Clearinghouse
Sandra (Sandy) Hughes, Global Privacy Executive, Procter & Gamble
William MacLeod, Senior Partner, Collier Shannon Scott and Counsel, Grocery Manufacturers of America
Deirdre Mulligan, Director, Samuelson Law, Technology and Public Policy Clinic, Boalt Hall School of Law
John Parkinson, Vice President and Chief Technologist, Capgemini
Dan White, Technical Evangelist - RFID, New Technologies Retail Solutions Division, NCR

3:00 - 3:15 p.m. Break

3:15 - 4:00 p.m. Panel 4: Looking Ahead: Competing Visions of the Future of RFID

Moderator:

Julie Brof, Staff Attorney, Northwest Region, Federal Trade Commission

Presenters:

Katherine Albrecht, Founder and Director, CASPIAN (Consumers Against Supermarket Privacy Invasion and Numbering)
Christopher Boone, Program Manager, IDC
Jim Waldo, Distinguished Engineer, Sun Microsystems

4:00 - 5:30 p.m. Panel 5: Meeting the Challenge: Best Practices and Principles

Moderators:

Elliot Maxwell, Fellow, Center for the Study of American Government, Johns Hopkins;
Distinguished Research Fellow, eBusiness Research Center,
Pennsylvania State University
Tracy Thorleifson, Staff Attorney, Northwest Region, Federal Trade Commission

Panelists:

Dr. Robert Atkinson, Vice President and Director, Technology & New Economy Project,
Progressive Policy Institute
Elizabeth Board, Executive Director, EPCglobal Public Policy Steering Committee
Paula Bruening, Staff Counsel, Center for Democracy & Technology
Dr. Ari Juels, Principal Research Scientist, RSA Labs
Cedric Laurant, Policy Counsel, Electronic Privacy Information Center
James Stafford, Head of RFID, Marks & Spencer

