

SMART

Solutions 2010

Black Beauty & pure RFID



Concept

As every year we listened very attentive, monitored and adjusted our concept to market demands. The print publication SMART Solutions 2010 shows RFID solutions and products that are successfully operating on the market.

High quality information has to be wrapped in a high quality outfit. That starts with a functional design and finishes with haptics. The RFID guide „SMART Solutions 2010“ is setting standards here. It makes you feel the high quality information inside from the outside.

The publication reflects various examples and areas where RFID technology is already deployed. RFID software solutions, standards, expert opinions and most importantly best practise solutions are the topics.

Inside this RFID guide - „SMART Solutions 2010“ companies can present their products and solutions to decision makers across Europe in different branches.

It is about „Identification“. With the right solution!

The RFID guide “SMART-Solutions 2010” is based on a 3-tier concept. First the guide explains various aspects of the technology neutrally, informs about standards and presents solutions afterwards.

Contact quality

Our advertising and marketing is doing a pre-qualification before printing this guide . Because printing is expensive we are producing about 3500 copies for the subscribers and 1500 to be distributed on trade shows. Sadly it is very common for some publishing companies to produce large amount of quantities that find their way into the garbage disposal. Our claim is quality before quantity. Yes we only produce 5000 copies, but they are distributed to the right target - your potential customers!

Dates

May 2010

Frequeny

5.000 Copies

Price

19,00 Euro

Distribution

- Sending out to over 3500 subscribers
- Online-Marketing Campaign and possibility to order online
- Präsentation of the RFID-Guides “SMART Solutions 2010” on tradeshow

Contact

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