



Women of AIDC: Georgina Lamb, Vice President & General Manager, US&C at Honeywell

Hear from [Georgina Lamb](#) as she discusses her recent promotion, how [Honeywell](#) has evolved in her time there and the greatest challenges the AIDC industry faces on a global basis.

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2025 Outlook and Predictions Spotlight

Nearly two dozen of the most respected thought leaders in the industry offer their predictions on what's in store for 2025. In the upcoming months, an executive will be spotlighted in each issue of the *AIM Insider*. As you read through these commentaries, you will note, of course, the current economic situation is addressed along with insights into how the industry can work together.

[Jeremy Schenof](#), Vice President Strategy, Solutions Group and [AD Smartrac](#), discusses how increased adoption of RFID across industries such as retail and healthcare is expected to further optimize



operations, enhance traceability, and support sustainability initiatives.

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Call for Entries for 2025 RFID · IoT · Blockchain · AIDC Case Study Competition

Each year, AIM recognizes those who have developed and delivered compelling solutions that contribute to the growth and advancement of innovations and cutting-edge technologies in the following categories:

- **RFID**
- **IOT**
- **Blockchain**
- **AIDC**

Open to members and non-members. Enter Now!

Deadline: 14 March 2025

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We Need Your Input – AIM Conducts Industry Survey of Tech Users and Tech Providers

Completing the survey, which takes 5-7 minutes, will enter you for a chance to win a \$100 Amazon gift card, with responses kept anonymous and the deadline set for **February 28**.

Technology Users,
please take this survey:

[Tech Users](#)

Tech Companies
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Mike Allen, AIM Global

The [AIM Case Study Competition](#) highlights groundbreaking applications in AIDC, Blockchain, IoT, and RFID, showcasing how the appropriate solution was selected, the deployment issues they overcame, and the benefits they achieved. Since its inception over a decade ago, the competition recognizes the leaders in digital technology transformation and fosters adoption of these technologies by highlighting the best deployments and product offerings.

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[DecisionPoint Technologies](#) brings together over a half-century of combined expertise from Barcoding, Inc., and DecisionPoint Systems. Our history is in designing and implementing forward-looking AIDC based solutions such as RFID for leaders in retail, logistics, healthcare, and manufacturing markets.



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