



Defining Today's
Technology Standards;
Empowering Tomorrow's
Solutions.

Inside AIM Thought Leaders: Lionel Geynet of ASYGN

In this podcast episode hear from [Lionel Geynet](#), RFID Business Unit Manager at ASYGN as he discusses his start in the RFID industry, their solutions for inertial sensors and what goals they are hoping to achieve in 2025.

Listen



Women of AIDC to Hold Kickoff Meeting

Thursday, March 27 at 10am ET

Join us for the Women of AIDC kick-off meeting for an open discussion for you to share your thoughts and ideas regarding the group's initiatives.

Whether you're seeking mentorship, want to share your experiences, or are looking to make lasting connections, you'll find a community that values your contributions and is committed to helping you succeed.





In addition, we welcome GUEST SPEAKER: [Leigh Marshall Dow](#), Founder, 48 West Agency. With more than 15 years' experience in the AIDC space, Leigh understands the challenges and potential for women to advance in this industry. She will provide tips on how to better position yourself and stay relevant in this field including building strong professional networks, developing specialized skills, maximizing your presence on social media, and seeking opportunities for growth and leadership.

Register

Zebra CTO to Keynote AIM Summit



[Tom Bianculli](#), Chief Technology Officer for Zebra Technologies, will keynote the [AIM Summit](#), scheduled for April 9 – 10 in Holtsville, NY. Bianculli started his career with Symbol Technologies, Inc. as part of the data capture solutions business. Bianculli went on to form the Emerging Business Office at Motorola to explore new opportunities adjacent to the core businesses.

At the time of the Zebra Technologies' acquisition of Motorola Solutions' Enterprise Business in 2014, Bianculli transitioned the Enterprise segment of Motorola's CTO team to Zebra and was subsequently appointed as CTO of the new combined organization in 2016. Bianculli has been granted over 20 U.S. patents and is a Motorola Distinguished Innovator and Science Advisory Board Associate. He was recently named one of the [Top 100 Leaders in Technology 2021](#) by Technology Magazine.

Thank you to our Keynote Sponsor!



The AIM Summit is also sponsored by:



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.



[John Martin Sr.](#), Content Marketing Manager at [BlueStar](#), highlights that the labor market's challenges create opportunities for technology to augment efficiency, particularly through RFID, AI, and robotics. He emphasizes the importance of collaboration and strong partnerships for data capture solution providers to meet customer needs and navigate the evolving technological landscape.

[Read](#)

AIM Blog - Exploring the Future of Supply Chains at ProMat 2025

Mike Allen, AIM Global



This week, I had the incredible opportunity to attend [ProMat 2025](#) at McCormick Place in Chicago, where manufacturing and supply chain professionals from around the world gathered to explore the latest trends, technologies, and innovations shaping the future of the industry. As a representative of AIM, it was exciting to see firsthand how automation, robotics, and AIDC technologies are converging to drive greater efficiency, accuracy, and visibility across supply chains.

[Read](#)

Case Study Competition Deadline Extended!



The Case Study Competition deadline has been extended to March 28th!

Submit your case studies in RFID, Blockchain, IoT and AIDC for a chance to win and receive benefits such as the chance to present your case study in our webinar series, recognition on our website and newsletters and featured in our resource hub!

Don't miss out, submit today!

[Submit Today](#)

Around AIM

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AIM India's Participation in the 12th International Patient Safety Conference: A Catalyst for a New Era



AIM India actively participated in the 12th International Patient Safety Conference, held at Bharat Mandapam, New Delhi, on February 21-22, 2025. This prestigious event provided a platform to exchange insights and strengthen collaborations in the ever-evolving domain of patient safety.

Under the theme **"A New Era for Patient Safety,"** the conference delved into the critical issue of unintentional errors in healthcare. Experts discussed cutting-edge solutions, emphasizing the transition from reactive to proactive safety measures. Key strategies included leveraging advanced technologies, enhancing training programs, and fostering a culture of open communication.

Collaboration emerged as a central theme, bringing together clinicians, researchers, policymakers, and technologists. Their collective efforts focused on sharing best practices and identifying opportunities for synergy to build a more resilient healthcare system. AIM India's engagement in this conference reaffirmed its commitment to continuous learning and innovation in patient safety. The valuable insights gained will shape future initiatives, driving progress toward a safer and more effective healthcare ecosystem.

LogiMAT 2025: A Successful Showcase of AIDC Innovation



LogiMAT 2025, held at the Stuttgart Trade Fair Center from March 11-13, proved to be another standout event for the logistics and supply chain industry. Many exhibitors and visitors remarked that this year's show surpassed previous editions, highlighting the increasing importance of automation, identification, and data capture (AIDC) technologies in modern supply chain operations.

AIM D.e.V.'s Presence at LogiMAT

AIM D.e.V. was proud to host a joint booth (Hall 2, 2B05), where industry experts from leading companies provided insights and solutions to attendees. Participating companies included:

ASYGN BlueStar Data Elektronik deister electronic Dynamic Systems
 Fraunhofer IIS Gustav Wilms microsensys Schneider-Markzeichnung
 Schreiner Group

Tracking & Tracing Theater: AIDC in Action

In Hall 2, 2B07, the Tracking & Tracing Theater delivered live demonstrations of AIDC technologies in real-world applications. Companies such as All for One Group (with Winckel), Balluff, Datalogic, Leuze, Logopak, Omlox (Flowcate & Zigpos), and u-blox showcased innovations including Labeling systems, Advanced picking processes, Mobile and stationary scanning, Real-time location systems (RTLS), Tracking & tracing solutions and AIDC applications in industrial environments. These demonstrations highlighted how RFID, barcode technology, and location-based solutions are transforming logistics, enhancing visibility, and improving efficiency in supply chain operations.

Expert Insights at the AIM-ident Forum

The AIM-ident expert forum once again provided attendees with valuable industry insights from leaders at Datalogic, Inotec, and microsensys. Their presentations explored

emerging trends, best practices, and innovations in AIDC technology, reinforcing AIM's role in advancing the industry.

Looking Ahead

With another successful LogiMAT in the books, it's clear that AIDC technologies continue to play a pivotal role in shaping the future of logistics and supply chains. AIM remains committed to supporting its members and fostering innovation in automation, identification, and data capture solutions.

Upcoming Webinar

Selecting the Appropriate Technology for Sensor Data Collection: A Guide to Application-Specific Solutions

Wednesday, 26 March | 10am EDT

Navigate the complexities of supply chain data acquisition in this webinar. We will conduct a comprehensive analysis of leading sensor technologies, including RFID, Bluetooth Low Energy (BLE), and LoRaWAN, to optimize your logistics and cold chain processes.

[Register](#)



Webinar Rewind: Doubling the RFID Advantage for Retail, Logistics and Healthcare Applications for Dual-Frequency Solutions with Identiv and The Axia Institute (MSU)



aim
AIDC 101
Workshop

Chicago, IL | 16 April

Come to Chicago for a full-day educational experience tailored for every professional level. Whether you're new to the industry, an industry veteran, or an end-user seeking solutions, this workshop has something for you!

[Learn More](#)

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Tag-N-Trac

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Checkpoint Systems

[Components of a Machine Vision System – Cameras, Lenses, Lighting & More](#)

Peak Technologies

[Hana Becomes First RFID Company to Join the Circular Rubber Platform](#)

Hana RFID

[Signals Ahead: Overcoming Challenges in RFID Adoption](#)

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[Axia Selected as NextCyle Michigan Team for 2025 Recycling Project Accelerator \(Supply Chain Track\)](#)

The Axia Institute (Michigan State University)

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[How AIDC Technology is Transforming Food Supply Chains: Lesson Learned from Experience of Working at Chipotle](#)

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[Top 5 Trends for 2025: Navigating Compliance Demands in the Global Supply Chain](#)

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AIM

Defining Today's Technology Standards; Empowering Tomorrow's Solutions

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AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit www.aimglobal.org.

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