

# EUROPEAN FIELD TEST

CONFIDENTIAL - FOR SPONSORS ONLY



## RATIONALE

- There are very specific regulatory issues in Europe that need to be addressed
- Need for proving the business case with small scale pilot.
- Important if we are not to be seen as US driven



## EUROPEAN FIELD TEST - SPONSOR RECOMMENDATIONS

- Unanimous agreement that we should conduct a European Field test but that this should not simply replicate the US field test.
- Main recommendations are that the test should:
  - Demonstrate deployable technology
  - Be application focused
  - Be more of a pilot than a trial
  - Provide a small scale proven business case
  - Address cost implications
  - Be closed loop
  - Tackles real issues where generated data is used.
  - Test hardware and software



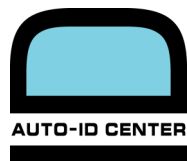
# PROPOSAL

- We need a microcosm – an inch wide, but a mile deep.  
Real, real world  
Data is driving decision, actions and automation
- Builds on the US test  
takes it to the next level  
leverages all the learning
- Does not take resource away from US test



## PROPOSAL – CONCEPT STORE

- Take one small retail outlet
- Tag everything that goes into the store
- Put readers everywhere – back room, every shelf, cold display, merchandising units and checkout
- Track product in, through and out



## NEXT STEPS

- Produce cost estimate, feasibility study and detailed project plan
- Recruit sponsor to test
- Aim for Jan 2003