

**For Immediate Release**

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**RFID Professional Institute to Sponsor 10th Annual RFID Journal Awards—the Most Prestigious Awards Recognizing Industry Excellence**

***The leading source of RFID news and strategic insights is now accepting submissions for next year's RFID Journal Awards, which will be presented at RFID Journal LIVE! 2016, to be held in Orlando on May 3-5.***

**NEW YORK, Dec. 4, 2015**—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID), today announced that its 10th annual RFID Journal Awards will be sponsored by the RFID Professional Institute, a non-profit, scientific and charitable organization whose mission is to promote the "public good" that comes from having industry and professionals achieve high levels of professionalism through the research, education and development of the RFID science and knowledge base.

The RFID Journal Awards are widely recognized as the industry's most prestigious commendation. Next year's winners will be showcased at the RFID Journal LIVE! 2016 conference and exhibition, to be held on May 3-5 at the Orange County Convention Center, located in Orlando, Fla. RFID Journal is accepting submissions now through Jan. 29.

The 2016 RFID Journal Awards will be given in eight categories:

**Best RFID Implementation**

This award will be presented to the end-user company that has demonstrated the best use of RFID to improve its manufacturing, supply chain or retail operations. The winner will be the company that best demonstrates how RFID is delivering real value to shareholders.

**Best Use of RFID to Enhance a Product or Service**

This award will be given to the end-user company that has employed RFID technology to enhance an existing product or service. The winner will be the company that best demonstrates how it is using RFID to provide additional value to its customers.

**Most Innovative Use of RFID**

This award will be granted to the end-user company with the most novel use of RFID technology. The winner will be the company that best demonstrates how it is utilizing RFID in a new or unusual way to solve a business problem, deliver a return on investment to shareholders or improve customer service.

**Best New Product (Formerly Best in Show)**

The winner of this award will be determined by a team of judges at LIVE! 2016, and will be the company that exhibits the best new RFID product or service at the event.

**RFID Green Award**

This award will be given to the end-user company that has demonstrated the best use of RFID technology to improve the environment, increase recycling or enhance sustainability.

**Best NFC Deployment**

This award will be granted to the end-user company that has demonstrated the best use of Near Field Communication (NFC) technology for consumer or other applications.

**Best Internet of Things Deployment**

This award will be presented to the end-user company that has demonstrated the best use of Internet of Things technologies to improve how it does business, enhance a product or engage customers.

**RFID Special Achievement Award**

This award will be given to three individuals who have contributed to the RFID industry. These could be end users, researchers, vendors, inventors, standards developers or others who have contributed to the advancement of the entire RFID industry.

"The RFID Professional Institute's mission is to promote professionalism within the RFID industry, and there is no better way to highlight this mission than to sponsor the prestigious global RFID Journal Awards," said Ian Robertson, the organization's incoming chairman. "We are pleased to work with RFID Journal to highlight the best RFID deployments."

The editors of RFID Journal, as well as an independent panel of judges, will evaluate all entries and choose this year's winners. Awards submissions are due no later than Jan. 29, 2016. An award ceremony will be held at RFID Journal LIVE!, and the winning entries will also be featured in RFID Journal's digital magazine.

To learn more about the RFID Journal Awards, please visit [www.rfidjournalawards.com](http://www.rfidjournalawards.com). And for more information regarding RFID Journal LIVE! 2016, go to [www.rfidjournalawards.com/live](http://www.rfidjournalawards.com/live).

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**About RFID Journal**

RFID Journal is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things technologies (IoT) and their many business applications. Business executives and implementers depend on RFID Journal's websites for up-to-the-minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision-makers worldwide—online and at face-to-face events. For more information, visit [www.rfidjournal.com](http://www.rfidjournal.com) and [www.iotjournal.com](http://www.iotjournal.com).