

AIM Names Committee Chairs for 2015

Key Positions Represent Corporate & Academic AIDC Leaders

Cranberry Township, PA – January 21, 2015 – [AIM](#), the leading industry association and worldwide authority on barcode, RFID, RTLS and mobile computing, has announced new leadership for the association's key committees in 2015.

Jackson Duanfeng He, PhD, Fellow, Technical Staff at [Zebra Technologies](#), will lead the Technical Symbolology Committee (TSC), which is comprised of AIM members who are the world's leading experts on Symbolology design. The committee actively works with companies around the world to ensure technical specifications are available to the market. George Wright, IV, of PIPS, was elected Vice Chair of the committee.

Louis Parks, President & CEO of [SecureRF Corporation](#), based in Shelton, Connecticut, will assume the Chair position for AIM's RFID Experts Group (REG). The committee is responsible for addressing the standards and issues associated with radio frequency identification (RFID). The REG is currently comprised of more than 40 organizations from the U.S., Europe and Asia. Serving as REG Vice Chair is William Hoffman of AIAG.

Kevin Berisso, PhD, Director of the [AutoID Lab](#) at the Herff College of Engineering - University of Memphis, has been selected to lead the Internet of Things Committee (IoT). The committee, which helps to direct and influence one of the fastest growing areas of innovation in the AIDC industry, provides a forum to better understand and help shape IoT technologies that will bring better efficiency using automatic identification and mobility technology solutions. Michael Liard, independent industry expert, will serve as the IoT Vice Chair.

"AIM is very happy to have such depth in the leadership of its committees," said Mary Lou Bosco, AIM Chief Operating Officer. "Each of these individuals brings not only industry experience and incredible knowledge, but also a passion and commitment to the growth and success of the AIDC industry globally. We are fortunate to have each of them and know great strides will be made in 2015 during their terms."

For more information, biographies, or photos, contact AIM's headquarters by [email](#) or call +1.724.742.4470.

About AIM

For over 40 years, AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end-users of bar code, RFID, RTLS and mobile computing solutions. AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

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