

2010 Yearbook

# ident

The Leading User Magazine for Automatic Data Capture and Identification

Barcode (1D+2D) | RFID | Mobile Working | System Integration | Print & Apply



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The complete edition: 19,000 copies

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86% Germany,

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6,000 copies are being distributed at all relevant trade fairs, congresses and specialist events, including, for example, LogiMat, CeBit, HMI, Fachpack, BVL Logistics Congress and Transponder Road Show.

1,000 copies:

Reference, retail sales and archive.

### The Presentation on the Internet:

The Yearbook is also being offered for downloading in a PDF version under [www.ident.de](http://www.ident.de).

### The Target Group

The ident Yearbook is directed towards producers, system integrators, resellers and end-users of Auto-ID technologies from all areas of the industry

(e.g. plant and mechanical engineering, the automotive branch, chemistry, the pharmaceutical branch, commerce, logistics, transport and packaging).

### The Contents:

Enterprises of the AIDC branch present themselves and the spectrum of their services. Especially from the areas of barcode, 2D-code, RFID, mobile working, radio data transmission, sensors, system integration, software and the area of print & apply.

Specialist contributions: the current state and perspectives of the various ident technologies. The preparation of specialist contributions is made by the ident editorial staff and by recognised authors in the field.

Auto-ID glossary with the most important specialist terms: English-German and German-English.

As the official authority of AIM Germany (registered association), we are publishing the AIM list of members in the ident Yearbook.





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# 2010 *ident* Yearbook

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