

SPECIAL EDITION 2012 ANNUAL

ident

Barcode (1D+2D) | RFID | Mobile IT | AIDC | Labeling | Print & Apply



PRESENT YOUR COMPANY IN THE

2012 *ident* ANNUAL

ident

target group-oriented

practical content

high circulation

crossmedia



THE TARGET GROUP

The ident ANNUAL 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 CONTENT

Enterprises of the AIDC branch present themselves and the spectrum of their services. Especially from the areas of barcode, 2D-code, RFID, mobile IT, sensors, labeling, 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 journal of AIM Germany (registered association), we are publishing the AIM list of members in the ident ANNUAL.





THE EDITION / DISTRIBUTION

Complete edition: 20,000 copies
 Shipping edition: 12,000 copies
 89% Germany
 11% Austria and Switzerland

About 7,000 copies are being distributed at all relevant trade fairs, congresses and specialist events, including, for example, LogiMat, CeBit, HMI, Fachpack, Logistics Congress and Road Shows. About 1,000 copies are used as reference, retail sales and archive.

PROCESSING

Stable adhesive binding for intensive and frequent use.
 Envelope processing and high paper quality:
 Envelope: 300 g/m²
 Inner part: 115 g/m²
 Format: DIN A4
 Length: approx. 150 pages
 Advertising deadline: 16 January 2012
 Print documents deadline: 24 January 2012
 Date of publication: February 2012

THE PRESENTATION ON THE INTERNET

The ident ANNUAL is also being offered on the ident website www.ident.de (approx. 12,000 visitors per month) for downloading in a PDF version.

A FAIR PRICE-PERFORMANCE RATIO

for your enterprise portrait and the reproduction of your logo on the title page. If so desired, we shall be glad to translate your portrait into german at no additional charge.

For 1/1 page company presentation:

- ➔ Company logo
- ➔ Text: 3,000 characters without blank spaces
- ➔ 1-2 images (JPG/TIF/PDF at least 300 dpi)
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For 2/1 page company presentation:

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All prices are plus VAT.



The 2012 *ident* ANNUAL



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Or by e-mail to: pohl@ident.de

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Yes, we want to participate and order a company presentation in the 2012 *ident* ANNUAL.

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ident COMPETENCE MATRIX

- Barcode printers / Thermal transfer printers
- Barcode scanners / Mobile IT
- Barcode verifiers
- Distribution / Reseller
- Labels / Printing & Manufacturing
- Identification systems
- Picking / Voice picking
- Logistics software / WMS
- Local area network applications / wireless
- Optical identification systems
- RFID label production
- Radio frequency identification systems (RFID)
- RFID tag / label / transponder
- RFID read / write devices
- RFID software / middleware
- Software for creating labels & bar codes
- Stationary scanner
- System integration / Consulting
- Associations / Organizers / Institutions
- 2D code reading systems

Company:

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