



AUTOMATIC IDENTIFICATION & DATA CAPTURE

Newsletter

Auto Identification/Data Capture & Antal International Network



RFID & a Reason to be Optimistic

It has been reported that despite the worsening global economic picture; according to ABI Research's latest market survey, revenue from RFID technology sales will still hit \$5.6 billion by the end of 2009. The firm's data indicates that while some project deployments have been delayed or cancelled, there is fragmented growth in the market.

ABI's report says that the RFID market is worthy of cautious optimism in the near to mid-term, pointing to investment in passive UHF technology as a high point in the industry right now. Despite struggles RFID providers share with many other industries currently, according to ABI, the research firm does not characterise the industry as in a state of turmoil or despair

Due to Antal's continual growth within the AIDC market, we have decided to release this quarterly newsletter to provide our network with an overview of the market place as we see it and the feedback we have received from this sector across the globe.

Antal International, having established itself in 5 continents with branches in all major emerging markets has the scope and substance to delve into market untapped by local recruiters, providing a global solution applied locally. We have 14 years cross border transaction experience covering all facets of company operations, and we are starting to partner and build recruitment solutions for many players in this sector both large and small.

Antal sees this market as having a tremendous growth potential over the coming years. As a result of working with a variety of organisations in various sectors, we have seen there is a unifying trend for companies to streamline and automate many of their day to day processes. Although there are still some questioning the costs behind certain aspects of this technology, it is clear to see that these products and solutions provide their clients with impressive improvements not only in efficiency but in accuracy in their required areas.

Over the last 6 months we have clearly seen our clients in this market affected by the market conditions across the globe. However we have also seen different approaches of companies to get through this tough period and it will be interesting to see who comes out on top at the end of the day.

Our aim here at Antal is to establish ourselves as the leading recruitment solution within the Automatic Identification and Data Capture market and along the way extend and build upon our knowledge and network within it.

We have seen since venturing into this market there is certainly a need for a service to help organisations both on a global and local basis, giving them the ability to control our solution centrally whilst having the service delivered in the local market. This alongside our matrix ability to deliver across ALL disciplines is a distinct advantage to both clients and candidates.



Antal International Team



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Topics we have found being discussed

- A growing need to ensure ease of use within solutions.
- The added benefit to clients of building in maintenance to cost of solution.
- The growing desire for solution providers to integrate AIDC into organisation's everyday business solutions.
- With a growing population of handheld products in the market, how can you make sure the resellers choose the right product for their client's solution?
- The growing need to improve end to end solutions.
- Clients are looking for longer term relationships with their suppliers.



News—Security

Warrendale, PA -- March 31, 2009 -- AIM Global, the trade association recognized as the worldwide authority on automatic identification and mobility, is pleased to recognize the publication of ISO/IEC TR24729-4, Information technology — Radio frequency identification for item management — Implementation guidelines — Part 4: Tag data security by the International Organization of Standards (ISO).

Some dates for the diary

- AIM Technology Leaders Summit (20-22/4/09)
- RFID Journal Live (27-29/4/09)
- Kiosk Europe Expo & Digital Signage (5-7/5/09)
- Euro ID 2009 Expo (5-7/5/09)
- 10th Annual Cards, Middle East (17-20/5/09)
- New Technologies in Healthcare (13/5/09)
- Wireless & Mobile '09 Olympia (20-21/5/09)
- Retail & Transportation Cards (13-14/5/09)
- The Retail Systems Forum (14/5/09)
- RFID Journal live 'Middle East' (15-17/6/09)
- Logistics Forum (1-2/10/09)
- IP '09 Earls Court (7-8/10/09)
- RFID Journal Live 'Europe' (12-14/10/09)
- Mobile Payment Expo (17-18/10/09)

Antal's Current Coverage Areas

- Bar Code (surrounding technologies)
- Biometrics
- Card Technologies
- Data communication
- Direct Park Marking
- EAS
- RFID
- RTLS



"Bring me Solutions, Not Problems" Famous line used many times by an Ex British Prime Minister

"A Global Solution Applied Locally"



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How can market experts add Value to your organisation

Antal's organisation is based around a matrix system and as a result we have built a company with local market experts across many different sectors and disciplines worldwide.

We have found over the last 15 years that offering our clients a partner who truly understands their market, sector and culture can add real value to your business.

The big obstacle that we as headhunters face in today's market is the perception that this job is easy and as a result our fees are questioned.

Now I understand that market conditions are tough and costs need to be controlled and reduced, however it is in these times that you need experts to ensure they introduce to you the best in the market place and when you do have a requirement, to ensure that that individual fulfils their potential.

It would be interesting to take a poll on what companies would opt for;

A: Lower fees, but lower potential results.

B: Same fees, but superior service to ensure quality of results

Recruitment is about partnerships, relationships and providing your client with a service that will save them time and money in the long run, but also to make them money and enhance their reputation and their position in the market place, and that is what we aim to do.

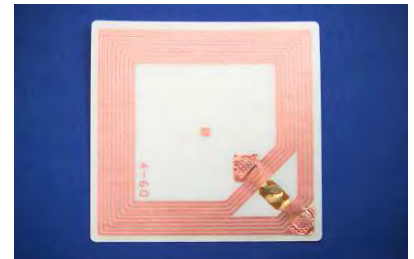
David Crossley, *Managing Partner, Antal International Network*

Continuous Improvement

Antal philosophy is always to improve and the contents of this newsletter is no exception.

If you have any constructive suggestions of what you would like to see in this newsletter then please drop use an email with the details and we will endeavour to compile.

If in fact you will like to participate in the next newsletter by the way of news or article then also contact us as this will be sent out to individuals throughout the industry worldwide.



Global Employment Snapshot

Antal produces every quarter a global employment snapshot taken from over 3000 of our clients worldwide covering their highering and firing trends. If you would like to have a copy of this survey please drop an email to dcrossley@antal.com and David will forward the most up to date. If you would like to participate in this snapshot, here are the basic questions asked;

1. Are you hiring at managerial/professional level now? YES/NO
2. Are you making people at managerial/professional level redundant? YES/NO
3. Do you intend to hire at managerial/professional level within the next three months? YES/NO
4. Do you intend to let managerial/professional level go in the next three months? YES/NO
5. What country or countries do your answers above apply to?
6. What is your organisation's industry sector?
7. What functional area/discipline do you work in?
8. What size is your organisation? Staff 1 to 10 / 10 to 100 / 100 to 500 / 500 +
9. What is your position? Director/Manager/Employee
10. Any other comments?

If you would like to send your answers to dcrossley@antal.com he will include them in our next survey. **Please Note** this information is taken in complete confidentiality and participants details **WILL NOT** be disclosed.



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Global AIDC Candidates

CHANNEL & DISTRIBUTION MANAGEMENT

Antal are currently working with a number of excellent Channel Manager/Distribution Managers across the globe. These individuals hold either local or regional responsibilities from Central & Eastern Europe, Asia, the Indian Sub-Continent to throughout Western Europe. Their experience range from RFID, to fixed and mobile scanning solutions amongst others.

ENGINEERING & PROJECT MANAGEMENT

We have found that there is a shortage of engineers with sound RFID experience. We are currently working with a number of excellent engineers and project managers throughout this sector who are based across EMEA. We have found that these individuals are open to extensive travel and relocation.

GLOBAL ACCOUNT MANAGEMENT

There are currently some excellent Global Account Managers in the market with excellent experience with a variety of different verticals. These individuals all have had exceptional success growing and developing their accounts held. With a growing trend of end users wanting long term relationships with their vendors, these individuals are essential.

MARKETING & PRODUCT MANAGEMENT

With many organisations culling their marketing budget for this years to tighten their belts this has left a lot of talented and experienced individuals considering a moved within the marketing discipline. It has also been disclosed to use the difficulty people have finding good product managers as their other recruitment partners do not understand their needs.

If you would like to discuss any of the above discipline areas or in fact others not shown above, please do NOT hesitate to contact us. We are very interested in speaking with anyone with this sector either on a candidate basis or if you are a potential client looking for market intelligence in location you are venturing or expanding into.

Global Coverage of Antal International



750+ Staff • 169 Offices • 28 Countries • 1 Vision
Accounting & Finance • Engineering • HR • IT Technical • Legal • Logistics • Operations • Sales & Marketing

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