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Outstanding success for QUID 2007

Success beyond expectations for QUID, the first Italian event on automatic identification-based solutions for the innovation of processes and services in the private and public sectors. With more than 2,419 individual exhibition visitors at the first edition in November 2007, QUID established its position as the most comprehensive summit on automatic identification in Italy.

Milan, December 6, 2007

QUID 2007, the first edition of the Italian showcase-conference on automatic identification, took place on November 27th to 28th at the Milanofiori Congress Center. It proved to be an ideal meeting place for key representatives of the data collection, bar code, RFID, biometrics and smart card industries and high level end-users and system integrators.

Endorsed by the Italian Ministry of Interior and the Presidency of the Italian Council of Ministers, three conferences were featured at QUID 2007: "Retail and Consumer Products", "Territory and Security" and "Ticketing".

The event saw by the visit of Prof. Luigi Nicolais, the Italian Minister for Reform and Innovation in the Public Administration. Minister Nicolais spoke during the Citizen ID Forum on November 28 and participated in a ceremony where he symbolically handed over the Citizen ID Forum to representatives of the government of the United Arab Emirates and the European Community.

QUID is the most comprehensive showcase of data collection, bar code, RFID, biometrics and smart card technologies in Italy. It is the only national forum that looks at the advanced auto ID industry as a whole, rather than focusing on a specific technology or vertical sector.

QUID 2007 took place together with the international event, ID WORLD 2007. Now at its sixth edition, the ID WORLD International Congress is the annual world summit on automatic identification. ID WORLD welcomed 502 high-calibre conference attendees, 112 exhibitors, of which 52 exhibiting at QUID, and 2,419 individual exhibition visitors.



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QUID, organized by Wise Media, is the first Italian event on automatic identification for innovation in the processes and systems in the public and private sectors. Arranged in a showcase and conference format, QUID is an ideal meeting place for vendors looking to establish high-level business contacts and end-users and system integrators looking for the right auto ID technologies and applications.

For further information, please contact:

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