

RFID & RFDC

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Moving over

One such company that upped sticks and headed South from its former Paris HQ was Stid. Pierre-Antoine Larrera de Morel is their MD and he knows he made the right move when he first investigated the area in 2001. "Our core business is developing access control," says Morel. "Here we have all the major players in this industry all in one spot, and the building of the hardware /software that makes up highly complex solutions can all be accomplished here."

Morel senses that the work of the area's 'baby smarts' is helping push the RFID industry into a period of transition. "Manufacturing and logistics is starting to understand the real potential of what this technology can bring to their business. It's a very healthy time to being operating inside a collaborative energy like the 'baby smart' association.

"The producers are aware that there's a real demand to bring down the cost of the tagging chips and there's a real need to make this accessible to most industries."