


[LOGIN](#) [REGISTER](#) [CONTACT](#) [SUBMISS](#)
SUBSCRIBE NOW

Subscriber Access Login
Daily Newsletter

REAL-TIME POLL

Europe has witnessed several failed telematics ventures, the most recent being OnStar Europe. What could possibly drive adoption of consumer telematics in Europe?

- Automakers will simply focus on providing limited services such as traffic and navigation at a low cost through partnerships with aftermarket navigation manufacturers (i.e. TomTom, Navman, etc.)
- eCall will be the prime driver of telematics services as legislation will most likely make telematics mandatory.
- A new wave of digital entertainment services will drive telematics adoption in Europe.
- Automakers will partner aggressively with mobile operators to offer handset-based solutions with a greater degree of in-vehicle integration.

[Vote&View](#)
TECH TALK

TOP STORY

Wal-Mart Expands RFID's Role in Commercial Telematics

[✉ email](#) | [🖨 print](#)

May 20, 2005

It is no secret that Wal-Mart is a major player in the push for widespread RFID usage, particularly in supply chain management. But few are aware of Walmart's preference for RFID in asset tracking of trucks, forklifts and mobile devices. "We will be using RFID in the future to track our mobile assets," Wal-Mart's CIO, Linda Dillman told Telematics Journal.

Wal-Mart owns a fleet of trucks that move goods across countries, between distribution centers and to stores — no small feat considering the retailing giant operates in the United States, Argentina, Brazil, Canada, China, Germany, Japan, Mexico, Puerto Rico, South Korea and the United Kingdom. Wal-Mart Stores, Inc. is the largest retailer and biggest employer in the US and ranks number one on the Fortune 500 list.

Dillman says RFID technology is a near-perfect locator tool citing the results of the retailer's trials in three distribution centers, and 150 stores and clubs in Dallas. She says more than 100 suppliers are shipping tagged items routinely and that Wal-Mart has taken more than one million EPC reads to date. "We've had good results in our process changes (from the trials)," says Dillman.

When asked about Wal-Mart's plans for commercial telematics, Dillman reasserted her faith in RFID to get the job done.

"We already use low-power RFID chips that 'wake-up' periodically to measure temperature exposures of perishable goods in trucks, and, of course, to track all categories of merchandise in route. So, we pretty much know where the trucks are as well," she said.

Even so, Dillman says Wal-Mart will expand its RFID program to track its mobile assets in greater detail.

"It is not RFID versus the traditional fleet management systems that use cellular and satellite communications," says ABI Research analyst David Schrier. "RFID's role is to complement traditional systems by adding greater functionality. This includes adding streamlined gate access, improved driver authentication, and RFID-based sensors that can contribute to an enhanced visibility of goods in the supply chain."

"In fixed environments, like a container or trailer yard, active RFID tags can provide the sole solution for tracking assets like forklifts," adds Schrier.

Recent Stories:

OnStar Launches New Digital Sound Studio

The new state-of-the-art digital broadcast studio is within the OnStar...

Volvo Uses Roadside Assistance Program To Recover Missing Children

Volvo Cars of North America has announced a partnership with the National...

Navicom to Launch Telemetric and Telemetry Within 10 Weeks

Unlike other companies in the market, Navicom will own its own product and backend network...

Clarion and Hitachi To Co-Develop In-Vehicle Navigation Products


Building on a preliminary joint venture established in 2000 called HCX...

Understanding the Technologies

 [email this story](#) |  [got feedback?](#)

- Vendor Matrices
- White Papers
- Surveys
- Acronym Listings
- Telematics Directory

RSS FEEDS

 Learn how to use the RSS file to get real-time updates of Telematics Journal News Stories.

[CLICK HERE](#)

[Feedback](#) | [Privacy Policy](#) | ©2005 Allied Business Intelligence