

RFID Journal and the Oil & Gas RFID Solution Group have teamed up to offer a special preconference seminar designed to educate companies in the oil and gas sector regarding how they can benefit from radio frequency identification.

Mar. 9, 2009—[RFID Journal LIVE! 2009](#) will feature a new preconference seminar, RFID in Oil and Gas, to be held on Apr. 27 and hosted by the [Oil & Gas RFID Solution Group](#), a consortium of technology vendors, academia, energy companies and industry experts working to promote the use of radio frequency identification in the oil and gas sector.

"This is a critical time, when oil and gas companies are seeking to cut costs and better manage their complex activities, and RFID technology can certainly help," says Mark Roberti, founder and editor of *RFID Journal*. "We're pleased to be working with the leaders in this field, the Oil & Gas RFID Solution Group, to bring their insight into the applications for RFID in this industry."

The following sessions will be among the highlights of this unique conference:

- **How BP Uses RFID on Rigs, at Refineries and Across Remote Pipelines**

Speaker: Curt Smith, director of applications at [BP](#)'s chief technology office

- **Using RFID in the World's Harshest Conditions**

Speakers: Patrick F. King, [Michelin](#)'s global electronics strategist, and R.J. Robinson, prototyping specialist at the [University of Kentucky](#)

- **How Dow Chemical Is Leveraging RFID**

Speaker: Craig Casto, [Dow Chemical](#)'s global auto-ID and label technology leader

- **Why to Deploy RFID and Other Wireless Technologies During an Economic Downturn**

Speakers: Sam Falsafi and Konrad Konarski, cofounders of the Oil & Gas RFID Solution Group

- **National Oilwell Varco: Tracking and Servicing Oil-Field Assets**

Speaker: Ashe Menon, RFID product line manager for [National Oilwell Varco](#)

"RFID Journal LIVE! is the most important RFID event in the world, so we are very pleased to be working with RFID Journal to educate executives in the oil and gas sector about how this technology can benefit their business today," Konarski states. "All attendees will receive several white papers our group has produced, which outline the applications and how they can improve the way oil and gas companies do business."

RFID Journal LIVE! 2009, the seventh annual event produced by RFID Journal, will be held on Apr. 27-29, 2009, at the Walt Disney World Swan and Dolphin in Orlando. This year's event will feature eight industry-specific and how-to conference tracks, nine in-depth preconference seminars, fast-track [CompTIA RFID+](#) training and certification, the [RFID Journal Awards](#), and numerous technology exhibits and demonstrations conducted by leading technology firms. In addition, four co-located events have been designed to provide added value to attendees by enabling them to access additional education sessions.