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CTIA Press Contacts: Amy Storey,
astorey@ctia.org

Josh Schimmel, josh.schimmel@fleishman.com



RHCC Press Contact: Anne Olscher

aolscher@rfidinhealthcare.org

FOR IMMEDIATE RELEASE

CTIA–The Wireless Association® and RFID in Healthcare Consortium Announce Partnership at MobileCON™

WASHINGTON, D.C., September 5, 2012 – CTIA–The Wireless Association® and the RFID in Healthcare Consortium (RHCC) are pleased to announce a strategic partnership for co-production of events beginning at MobileCON™, which will showcase the impact on healthcare of NFC, RFID, RTLS, sensors, wireless technologies and mobile devices.

The RHCC is a not-for-profit, global, educational organization, whose mission is to advocate for the adoption and implementation of RFID, RTLS, sensors and wireless technologies that impact patient care and safety as well as help improve hospital operations by providing real time visibility of hospital assets, processes and staff. The RHCC produces and presents educational programs not only for the healthcare sector, but also for assisted living and nursing home industries.

The first co-produced event is "*NFC, RFID, RTLS, Sensors, Wireless Technologies and Mobile devices: Their impact on healthcare, m-Health/Telemedicine, and You*" at MobileCON October 8, 2012 in San Diego. The symposium includes thought-provoking case studies and in-depth presentations from industry thought leaders who will review the impact technology is having on the care and safety of patients, whether they are in a hospital setting, at their home or at an assisted living facility.

"I am pleased that our not-for profit, vendor neutral, educational group is partnering with CTIA to present events for the benefit of those in the healthcare industry," said Harry P. Pappas, co-founder and CEO of the RFID in Healthcare Consortium. "During this one-day workshop, event attendees will receive valuable information on how these technologies are transforming healthcare in all departments of the hospital, nursing homes and assisted living facilities. Participants will be able to walk away with the basic information needed to explore the implementation of these technologies at their healthcare facilities. Through numerous case studies presented, attendees will hear from healthcare subject matter experts who have successfully implemented these technologies."

"The MobileCON event is designed for wireless and IT professionals who are serious about enterprise mobility, networks and applications. We're pleased to partner with the RHCC and look forward to the first co-produced symposium to provide attendees with greater insight into the implementation of wireless technologies in healthcare," said Robert Mesriow, vice president and show director, CTIA.

Register today for the NFC, RFID, RTLS, Sensors, Wireless Technologies and Mobile Devices symposium. Early bird registration and rates are available until September 10, 2012. Media may pre-register online through October 4. Tickets and up-to-date event information can be found on MobileCON's website: <http://www.mobilecon2012.com>.

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About CTIA Shows

CTIA Shows bring together all industries advanced by wireless technology for intense business, learning and networking. MobileCON™ takes place October 9-11, 2012 at the San Diego Convention Center in San Diego, Calif. International CTIA WIRELESS® takes place May 21-23, 2013 at the Sands Expo Convention Center in Las Vegas, Nev. For more information, visit www.ctiashows.com.

About CTIA – The Wireless Association

CTIA-The Wireless Association® (www.ctia.org) is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshows. CTIA was founded in 1984 and is based in Washington, D.C.

About RFID in Healthcare Consortium

The RFID in Healthcare Consortium (RHCC) is an international, educational, not-for-profit, organization. The Consortium was founded on September 13th, 2008 to initially address EMI issues with RFID & RTLS technologies but has recently transformed itself into a fully-fledged trade organization. The Consortium is an educationally focused, vendor neutral, technology and frequency agnostic, organization dedicated to promoting the use and adoption of RFID and RTLS technologies in the healthcare, assisted living and nursing home industries. For more information visit <http://www.rfidinhealthcare.org>