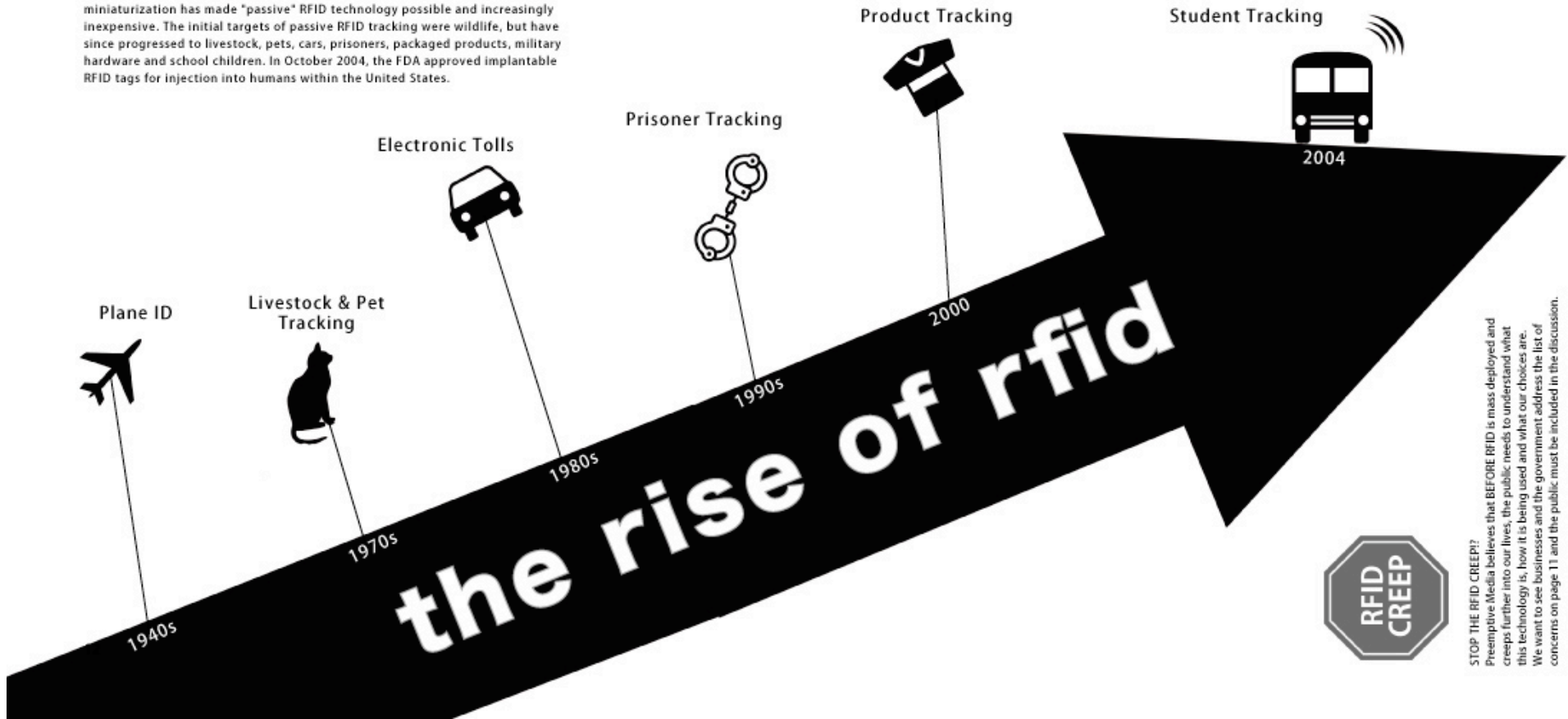


The RFID Creep

A Brief RFID History:

The first cited use of RFID technology was by the British Royal Air Force to identify "friendly" planes during WWII. Starting in the 1960s, bulky radio tags were used to track wildlife for scientific study. In the last two decades, however, electronic miniaturization has made "passive" RFID technology possible and increasingly inexpensive. The initial targets of passive RFID tracking were wildlife, but have since progressed to livestock, pets, cars, prisoners, packaged products, military hardware and school children. In October 2004, the FDA approved implantable RFID tags for injection into humans within the United States.



STOP THE RFID CREEP!
Preemptive Media believes that BEFORE RFID is mass deployed and creeps further into our lives, the public needs to understand what this technology is, how it is being used and what our choices are. We want to see businesses and the government address the list of concerns on page 11 and the public must be included in the discussion.