



We are a consulting organization focused on assisting both government and commercial enterprises in the implementation of End-to-End traceability systems primarily utilizing the Data Matrix symbology. Such systems can now achieve “Cradle-to-Grave” asset accountability.

WHAT WE OFFER YOUR ORGANIZATION

- Costa Howes & Associates will educate your senior management in the utilization of Data Matrix symbology for total traceability of your organization’s assets, including accountability for all warehoused items and enhanced process control.
- We will show you how to use Data Matrix to gain a strategic advantage over your competitors.
- We will provide guidance and training in proper equipment selection methodologies and assist in systems design.
- We will assist in the formation of an internal Integrated Project Team (IPT) and, if requested, manage the entire implementation process.
- Costa Howes & Associates will help you become compliant with the new Department of Defense (DoD) policies, efficiently and cost effectively.
- We will show you how to leverage the mandated use of Data Matrix beyond basic compliance to improve operational performance, optimize cost control and improve quality.
- Costa Howes & Associates will help you develop a successful product and distribution strategy.

In the past several years the technology of automatic identification has grown and evolved dramatically. The world is moving rapidly beyond its dependence on linear bar codes. The next twenty years will be increasingly dominated by the use of Data Matrix symbols directly marked on products, parts and a multitude of other items, complemented by an array of new technologies like RFID. A major event in this “changing of the guard” occurred in July of 2003 when the senior leadership of the DoD announced the adoption of Data Matrix as the facilitator to provide total life-cycle management for “Cradle-to-Grave” accountability.

Since Costa Howes & Associates are not resellers of hardware or software, we are completely unbiased regarding systems design and tool selection. Selecting the right technology and the right strategy is critical to success. We will help you “do it right the first time”.

The *Department of Defense Unique Identification of Tangible Items (UID) Policy* is applicable across all departments and agencies of the DOD, therefore, all organizations that do business either directly or indirectly with the DoD are impacted by this policy.





It is important to note that the use of Data Matrix is not a substitute for, and does not compete with, other automatic identification technologies such as RFID, standard linear bar codes or contact memory buttons. All these automatic identification technologies are complimentary in nature. All can be used to gain a strategic competitive advantage in visibility and control of an organization's operations.

ABOUT THE FOUNDERS

Pat V. Costa and Curtis W. Howes are the pioneering architects of the Data Matrix traceability industry. During the critical formative decade of the technology between 1995 and 2005, they assembled and integrated the key technologies, products, people, industrial standards and policies that built the infrastructure of today's world of Data Matrix traceability.

Costa is the former Chief Executive Officer of Robotic Vision Systems, Inc. (RVSI). Howes is the former Vice President of Automatic Identification of RVSI.

The "industrialization" of the Data Matrix innovation required the integration of the work of many leading-edge technologists and engineers from the following companies acquired by Costa and Howes while they were the senior executives of RVSI: Acuity Imaging, International Data Matrix, Northeast Robotics, Computer Identics and Auto Image ID.

Some of the specific achievements of Costa and Howes are:

- Secured the acceptance of Data Matrix as the worldwide standard for Direct Part Marking (DPM) of parts and items through the continuous participation in numerous Industry and Governmental Standards groups.
- Conceived, developed and manufactured the world's first hand-held DPM reader for Data Matrix symbols.
- Established the world's first comprehensive research facility for marking technologies (Symbology Research Center, Huntsville, AL), with NASA, to be used in support of the Data Matrix DPM efforts.
- Worked with the National Center for Manufacturing Science to sponsor, in alignment with the Department of Defense (DoD), a program to develop marking technologies and other Data Matrix related capabilities for legacy systems already fielded by the DoD.
- Worked closely with Senior Executives of the DoD to foster the acceptance and use of Data Matrix for item traceability for all DoD departments and agencies.
- Planned and conducted the first educational seminar in Washington, DC, in support of the DoD's policy of Data Matrix implementation.
- Conducted the first informational brief on the DoD's Data Matrix policy implementation for the National Contracts Management Association.
- Conceived, developed and manufactured the world's first hardware and software suite capable of providing validation and verification of the markings required by the DoD for asset traceability.
- Developed the first universally effective Implementation Methodology for Data Matrix Direct Part Mark Systems: (MVRC – Mark, Verify, Read, Communicate).

For further information contact: Diane E. Sarantopoulos, Costa Howes & Associates, LLC, Paragon Towers, 233 Needham Street, Suite 300, Newton, MA 02464
dsarantopoulos@costahowesassociates.com (617) 454-1343 (tel) (617) 454-1344 (fax) or visit <http://www.costahowesassociates.com>

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