



Government Electronics & Information Technology Association
2500 Wilson Boulevard, Arlington VA 22201-3834
Phone: (703) 907-7566 Fax: (703) 907-7968

PRESS RELEASE

**For Immediate Release
July 21, 2005**

**Contact: Jim Serafin
(703) 907-7585
jims@geia.org**

GEIA SPONSORS NEW EFFORT TO SUPPORT FEDERAL "UNIQUE ID" INITIATIVE

Arlington, VA--The Government Electronics & Information Technology Association (GEIA) hereby announces its sponsorship of an endeavor to determine the appropriate qualification methods and environments for standard materials to reach an "80% Common Solution" for the Department of Defense's Unique IDentification (UID) initiative. The UID initiative requires suppliers to include UID markings on products supplied to the government.

"We will be working this activity in conjunction with some similar NASA and US Coast Guard qualification activities that have already been accomplished or are in-work. One of the key elements to this activity is that it be a truly joint effort, with many organizations participating and contributing to the collective 'body of knowledge'," said GEIA president Dan Heinemeier. "It is also imperative that the outcome of this activity, the qualification test data and summary sheets, be non-proprietary so that all may share in the information achieved."

To achieve the latter end, GEIA has empowered its Data and Configuration Management Committee (G-33) and its Identification & Marking Working Group to stand up a task force called the "Joint Marking Qualification Working Group (JMQWG)" to take on this venture. GEIA will invite industry companies, industry associations, academic institutions, government agencies and other relevant organizations to join this undertaking. Our first task will be a Concept Demonstration of some direct 2D DataMatrix marks on a few standard aerospace material types, performed by the University of Alabama – Huntsville. We are working with the US Government on final plans for hosting the resultant data from this demonstration and future JMQWG or similar qualification data on a Government website and keeping the guidance data "virtual" and up-to-date.

GEIA will strive to distribute notices of upcoming activity 15-20 days in advance of planned meetings. Those interested in participating in this activity should contact Ms. Marina Spivey at mspivey@geia.org or 703-907-7568.

###

About the Government Electronics and Information Technology Association (GEIA)

GEIA is a trade association representing the "high-tech" industry doing business with government. Our member companies are active in serving the electronics and information technology-related needs of their government customers. Details on the group may be found at www.geia.org